

LIFE

A black and white portrait of Rita Hayworth, looking upwards and to the right with a slight smile. She has dark, wavy hair and is wearing a dark, strapless dress with a decorative brooch at the neckline.

THE LOVE GODDESS IN AMERICA

AN ARTICLE ABOUT RITA HAYWORTH

NOVEMBER 10, 1947

15 CENTS

YEARLY SUBSCRIPTION \$5.50



*This label identifies the
finest wools in the world*



FORSTMANN WOOLEN COMPANY
PASSAIC, N.J.

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1. Ipana is recommended by more than twice as many dentists as any other tooth paste.
2. Ipana is used by more than twice as many dentists as any other tooth paste.

(According to a recent nationwide survey)



Product of Bristol-Myers

Ipana ...for your Smile of Beauty

P.S. For correct brushing, use the **DOUBLE DUTY** Tooth Brush with the twist in the handle (pictured above). 1,000 dentists helped design it.

"To think I had to hear it
from a bachelor girl!"



1. What fun—for a wife-and-mama like me to visit Sue, a genuine career girl (dept. store variety) in the big city! That tiny apartment—well, it was just perfect. *Everything* done right. Even percale sheets on the beds!



2. "This is **TOO** elegant!" I sighed. "Me—sleeping like an heir-ess on luscious percale! *My* budget won't allow it!" Sue laughed. "Dope," she said, "these are Cannon Percale Sheets. The af-fordable kind. With price tags that lull even a budget!"

3. "So a bachelor girl is telling **ME**!" I said. Sue shrugged. "Oh, an ad writer in a store *learns* things. Know why these Cannon beauties feel so soft and fine? They're woven with 25% more threads than best-grade muslins! And when we say they wear, we mean **WEAR**!"



4. "While I'm passing out household hints," Sue went on, "you'll find that Cannon Percaloes *weigh* less than muslin. Bed-making's easier; so's laundering!" I wriggled my toes happily. "Tomorrow you can lead me *to* these Cannon wonders," I said. "Now—let me dream!"

P. S. Another real Cannon value: Cannon Muslin Sheets, woven of sturdy American cotton; well-made, long-wearing!



Cannon Percale Sheets

Cannon Towels • Stockings • Blankets ★ CANNON MILLS, INC., NEW YORK 13, N. Y.

Copyr. 1947, Cannon Mills, Inc.



General Electric's finest table radio-phonograph—Delight in its *natural color tone*. Discover new beauty in familiar records played by the G-E Electronic Reproducer. Ask for Model 304.



Rise and Shine with this Wake-Up-To-Music Clock-Radio. Automatically wakes you or turns on favorite programs any time. Powerful superheterodyne radio. Accurate G-E electric clock. Built-in antenna. Rosewood plastic—Model 60.

So light! So smart! So powerfull! At home, you play it on house current—either a-c or d-c. Away, you use its long-life batteries. An ideal gift—a perfect companion for every carefree hour. Model 140.



"I heard a Miracle!"

says Margaret Whiting,
star of Capitol Records, heard on the
Franco-American Club 15 program over CBS

You, too, will marvel at the magic of the G-E Electronic Reproducer

Take a favorite record—one you've played hundreds of times on other instruments. Then play it on a General Electric. Each familiar note is revealed in new beauty. Now artist and music are *alive*. This is the miracle of the exclusive G-E Electronic Reproducer that recreates all the recorded perfection against a background of velvety silence. You must *hear* to believe.

In addition, Model 502 provides standard, short-wave and FM radio; all in G-E *natural color tone*. FM brings virtual freedom from static, fading and station interference. French Provincial cabinet panelled in rare mahogany lends character to any setting. Ask your G-E dealer to demonstrate. Other models, too, to please your eye, ear and budget:

GENERAL ELECTRIC 170-F11

LEADER IN RADIO, TELEVISION AND ELECTRONICS
General Electric Company, Electronics Park, Syracuse, N. Y.

natural color tone radios



Master craftsmen fashioned this superb French Provincial cabinet of genuine Honduran mahogany. Its de luxe radio-phonograph brings you the wonders of FM, standard, and short-wave radio, plus the most perfect record reproduction you ever heard with the G-E Electronic Reproducer. Push-button controls. 12 tubes plus rectifier and tuning indicator. Model 502.



Speedy Suppers go over big with Swift's Brookfield



Here's a tempting, hearty meal that you can put on the table in a hurry. Golden slices of canned Hawaiian pineapple pan-fried with savory links of SWIFT'S BROOKFIELD... the sausage with the "just-right" seasoning! So mild it brings out the goodness of the fine pure pork. So tantalizing that it gives appetites a razor edge. And its high-quality proteins make this sausage not only a grand-tasting, but nutritious dinner dish.

STUFF YOUR THANKSGIVING TURKEY with SWIFT'S BROOKFIELD SAUSAGE in bulk. Recipe and directions on the 1 lb. cellophane package with the red plaid ends. Ask your dealer.

HERE'S THE RECIPE—FROM MARTHA LOGAN, SWIFT'S CHIEF HOME ECONOMIST. Pan-fry Swift's Brookfield Sausage and slices of canned pineapple. Put 2 slices together sandwich-fashion with a filling of Sweet Sour Red Cabbage, and serve topped with sausage. To fix the cabbage: Melt 2 T. fat in a saucepan. Add 4 c. shredded cabbage (1 medium-sized head); 2 medium-sized apples, chopped; $\frac{2}{3}$ c. vinegar; 1 c. hot water; $\frac{1}{2}$ t. salt and 4 T. sugar. Cook 15 minutes. Drain.



Listen to ARCHIE ANDREWS on NBC SATURDAYS, 10:30 A. M., NEW YORK TIME

One Pound Net Weight
Swift's Brookfield
Pure Pork Sausage
Small LINKS
For Goodness Sake Keep Cold



The sausage with the
Just-right  *Seasoning!*

Also try these

SWIFT'S PREMIUM
Table-Ready MEATS
... like delicious bologna

are sure to make a hit in lunch-box sandwiches, after-school snacks, late-evening spreads.

And
SWIFT'S PREMIUM
tender FRANKS
sealed in the new cellophane wrapper to protect their goodness.



Frieda Had Plenty of Reasons for Wanting Money And Found Plenty of Ways to Get it!

Cruel poverty and mad envy drove her to sacrifice love, decency, honesty, and four husbands, for money—but was she alone to blame?

THIS SENSATIONAL NEW NOVEL

FREE

TO NEW MEMBERS OF THE LITERARY GUILD

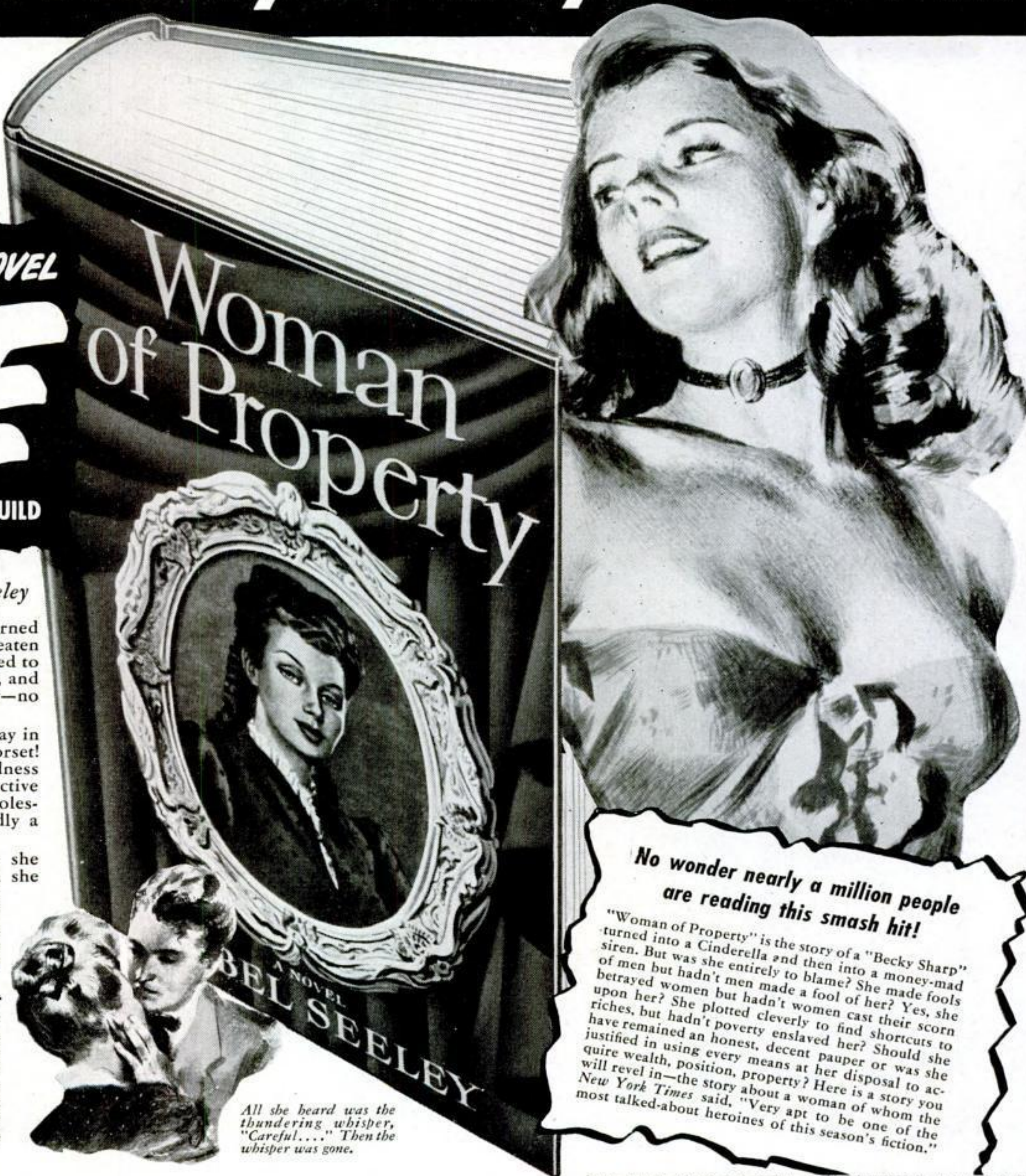
"WOMAN OF PROPERTY"—by Mabel Seeley

SHE had to give her father every cent she earned sweeping and scrubbing—and was slapped and beaten if she uttered so much as a word of protest. Doomed to a life of poverty and hard work, ragged, unkempt, and miserable, she suddenly decided to get money—no matter how.

Slyly, cleverly, she arranged to take part of her pay in clothes—most important, a decent dress and a corset! Then she brushed her unruly hair until its rich redness glistened. Almost in a twinkling, gawky, unattractive Frieda Schlempe blossomed out in irresistible adolescent beauty. The little "nobody" became decidedly a "somebody"—and she *knew* it.

The quickest and easiest way to get money, she reasoned, was to marry it. She trapped the man she wanted, but he escaped. In desperation she quickly fooled another into marrying her. She betrayed the girl who made success possible. She married again and again—always for money, money, money. She lied, cheated, stole—but always something happened to leave her poorer than before.

She sacrificed honesty, decency, love, and four husbands for a mess of pottage—but was she alone to blame? Read this thrilling novel about a woman you will never forget! Nearly a million people are now talking about "Woman of Property"—the most sensational and most entertaining story published in years! The publisher's edition, at retail, is priced at \$3.00 but now you can obtain your copy absolutely FREE by becoming a member of the Literary Guild Book Club as explained below.



All she heard was the thundering whisper, "Careful..." Then the whisper was gone.

No wonder nearly a million people are reading this smash hit!

"Woman of Property" is the story of a "Becky Sharp" turned into a Cinderella and then into a money-mad siren. But was she entirely to blame? She made fools of men but hadn't men made a fool of her? Yes, she betrayed women but hadn't women cast their scorn upon her? She plotted cleverly to find shortcuts to riches, but hadn't poverty enslaved her? Should she have remained an honest, decent pauper or was she justified in using every means at her disposal to acquire wealth, position, property? Here is a story you will revel in—the story about a woman of whom the *New York Times* said, "Very apt to be one of the most talked-about heroines of this season's fiction."

HOW TO SAVE UP TO 50% ON OUTSTANDING NEW BOOKS

What the Guild Does for You

It costs nothing to join the Literary Guild Book Club—the world's largest book club. There are no fees or membership dues of any kind.

Each month you will receive a copy of "Wings"—the attractive and readable book-review magazine which describes the forthcoming Guild selection.

From this description you decide whether or not you wish to receive the book selected. If *not*, you simply return the form provided for that purpose; otherwise, the new book will come to you automatically immediately upon publication. In this way you *will not miss reading* the new Club selections you want while they are *brand new*.

Free Bonus Books

To retain your membership in the Guild it is not necessary to accept a book each month—only *four* selections during the entire year. And you pay only \$2.00 (plus postage and handling) for each instead of the publisher's retail price of \$2.50 to \$3.50.

IF YOU WISH YOU MAY START YOUR SUBSCRIPTION WITH ONE OF THESE BEST-SELLERS—AT ONLY \$2.00

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By Lion Feuchtwanger

Beautiful Marie Antoinette was no match for Benjamin Franklin—and fell victim to history's most daring plot! Publisher's price, \$3.50.

PRINCE OF FOXES

By Samuel Shellabarger

A rousing tale of the magnificent Renaissance—and of a man and woman who shared a love greater than passion! Publisher's price, \$3.00.

NOTHING SO STRANGE

By James Hilton

This swift-paced novel tells the exciting story of what strange things can happen when love and science mix! Publisher's price, \$2.75.

THE BRIGHT PROMISE

By Richard Sherman

Here's a magnificent novel about the fabulous times we all remember—and about people you will never forget! Publisher's price, \$2.75.

In addition to these big savings, for each four Guild books you purchase you will receive, as a *free bonus*, a copy of one of the beautifully printed, handsomely bound "Collector's Library" volumes which sell at retail for \$5.00 each—books you will be proud to place in your permanent home library.

Free Membership Gift Book

By joining the Guild now you *will no longer miss reading the NEW books you want* and you will save up to 50% of the retail price. You will receive "Wings" every month to keep you informed of the best new books of all publishers; and you will receive at once, without charge, a copy of Mabel Seeley's magnificent "Woman of Property," described above.

Furthermore, as a new member you may have any one of the selections described below for only \$2.00 instead of the higher price of the publisher's edition—and each book you purchase now will count towards free bonus books!

Mail Coupon Now

In spite of greatly increased cost of book manufacture, by joining the Guild now your new membership can be accepted at once, and you will be guaranteed against any increase in price on Guild selections for a year. Send no money—but mail the coupon NOW.

MAIL THIS
COUPON

FREE: "WOMAN OF PROPERTY"

Literary Guild of America, Inc., Publishers
Dept. 11LM, Garden City, N. Y.

Please enroll me as a Literary Guild Book Club subscriber and send me at once "Woman of Property" as a gift. Also send me as my first selection for \$2.00 the book I have checked below:

☐ Proud Destiny
☐ Prince of Foxes

☐ Nothing So Strange
☐ The Bright Promise

With these books will come my first issue of the Brochure "Wings," telling about the forthcoming Guild selection which will be offered for \$2.00 (plus shipping charge) to members only, regardless of the price of the publisher's edition. I am to have the privilege of notifying you in advance if I do not wish to purchase any Guild selection. The purchase of Guild selections is entirely voluntary on my part. I do not have to accept a book every month—only four during the year—to fulfill my membership requirement. I am to receive a bonus book for every four Guild selections I purchase.

Mr.

Mrs. (Please Print)

Miss

Street and No.

City. Zone No.

State. (if any)

Age, if Under 21.

Occupation.

Price in Canada, \$2.20; 105 Bond St., Toronto 2, Canada

LITERARY GUILD OF AMERICA, INC., PUBLISHERS • GARDEN CITY, NEW YORK

IN BEAUTIFUL NEW ELGINS LIKE THESE YOU GET

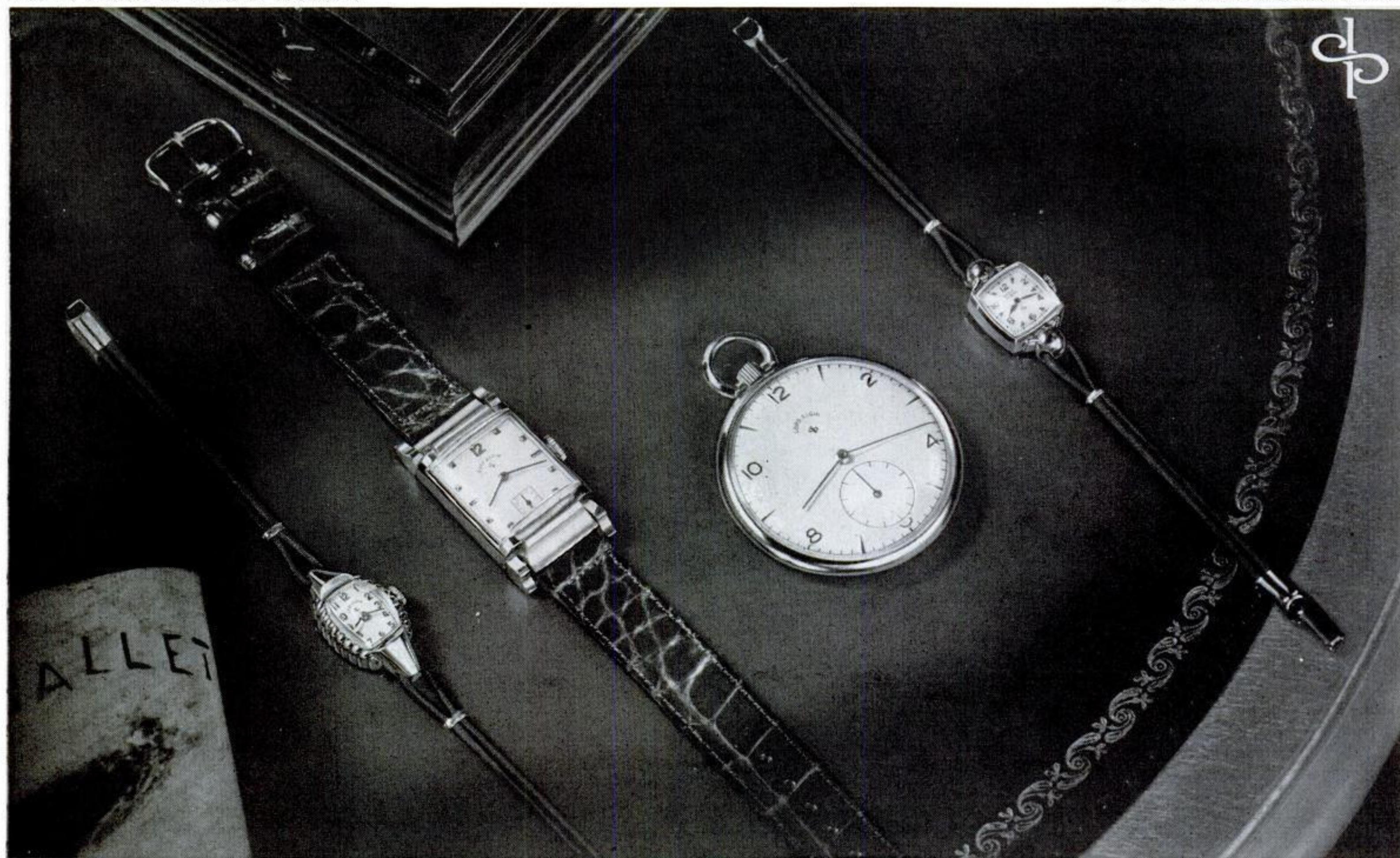
THE DURAPOWER MAINSPRING*

eliminates 99% of watch repairs due to steel mainspring failures! It completely overcomes the commonest cause of their breaking—rust. It will not rust! And it will retain its "springiness" indefinitely for greater accuracy through the years! See, at your jeweler's, the beautiful, new star-timed Elgin Watches. They all have these miracle mainsprings . . . at no extra cost. They all have rust-proof Elginite Alloy Hairsprings, too; are factory adjusted to temperatures and to positions.

*The
most important watchmaking
development in over 200 years!*

MADE IN AMERICA BY AMERICAN CRAFTSMEN

LOOK FOR THIS SYMBOL ON THE DIAL



Lord and Lady Elgins are priced from \$65.00 to \$500.00. Elgin De Luxe from \$47.50 to \$100.00. Other Elgins as low as \$29.75. All prices include Federal Tax.

Only an **ELGIN** has the DuraPower Mainspring

MADE OF "ELGILOY" METAL

Now to Elgin's famous star-timed accuracy the DuraPower Mainspring adds a permanency of timekeeping performance never before possible in any watch. Elgin observatory time from the stars is the official time of United Air Lines.



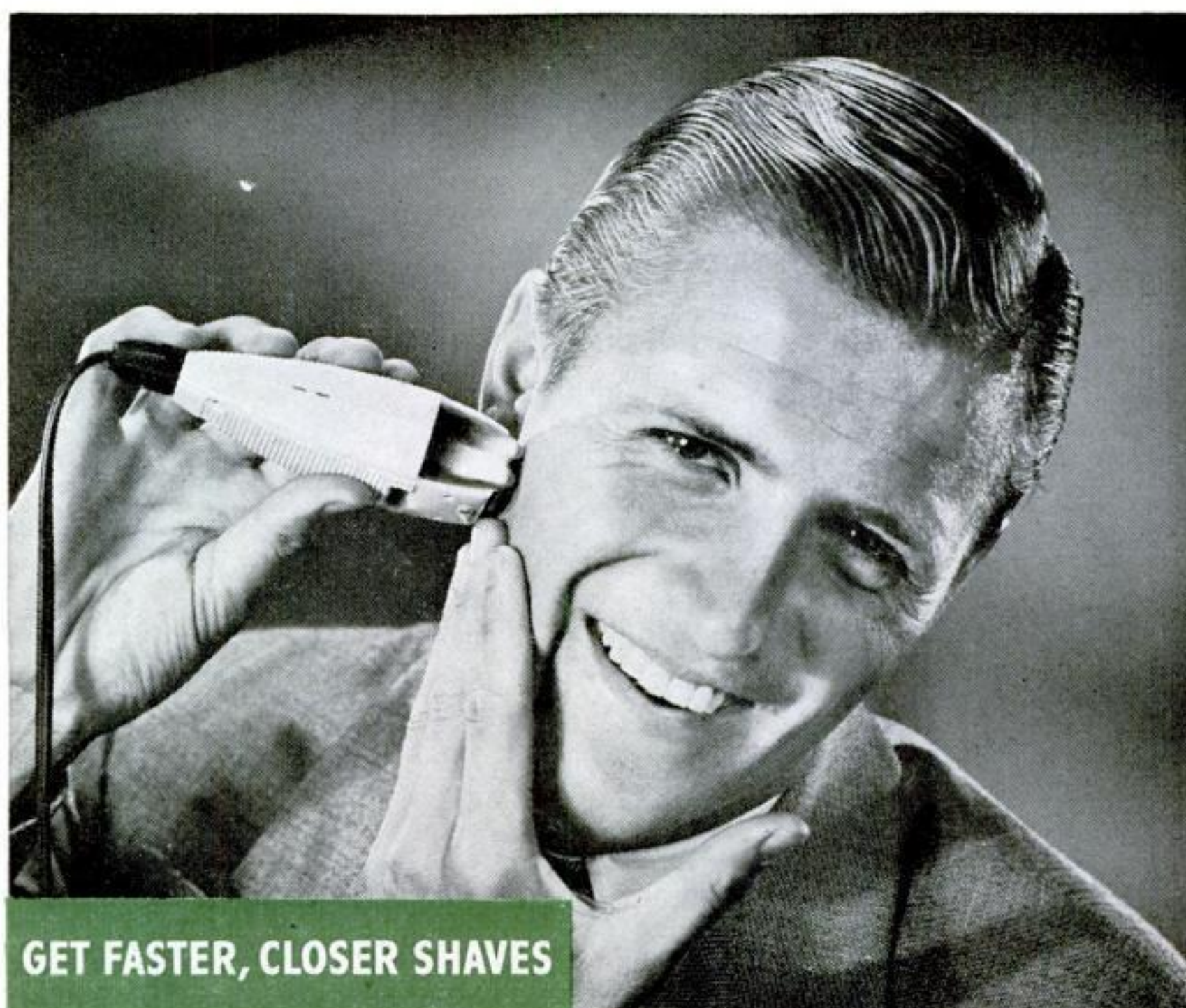
Hear Elgin's "2 HOURS OF STARS" on Thanksgiving Day. Coast to Coast.

*Patent pending

Amazing Electric Shave Preparation proved in tests *by thousands*



SPREAD ON BEFORE SHAVING



GET FASTER, CLOSER SHAVES

4 OUT OF 5 USERS *Thrilled by results* **WITH NEW LIQUID DISCOVERY**

WE asked 9,000 men who had written in for samples how they liked Lectric Shave. And 85%—better than 4 out of 5—were enthusiastic about this new preparation. "Gave a closer shave!" they said. "A smoother shave!" "A faster shave!" Hundreds who had given up their electric shavers started using them again—with Lectric Shave.

Lectric Shave helps you get a longer-lasting, quicker, easier shave with any shaver. Just spread a few drops on your face *before* shaving.

FASTER SHAVES! Cuts down "shaver drag"

Lectric Shave gets rid of shaver-clogging perspiration—smooths the skin to overcome "shaver drag."



"My first trial of Lectric Shave made me a user," writes N. D. Fratt, Washington, D. C. "I was surprised at how much closer shaving became."



"Never knew how good a shave could be until I tried Lectric Shave," reports Jack Streeter, San Francisco, Cal. "My shaving is faster, closer."



"I recommend it to anyone," says H. Lindquist, Kirksville, Mo. "I have used several kinds of shaving aids, and Lectric Shave is by far the best."



"Shaving is a breeze since I started using Lectric Shave," says Roger Griffith, Burlington, Vt. "It lets me shave closer, leaves my face feeling swell."

You can shave faster, save precious minutes of shaving time. And it lets you shave comfortably even if your skin is dry and sensitive.

CLOSER SHAVES! Conditions face and whiskers

Lectric Shave's special emulsifying ingredients make your face and beard feel softer, help you get a closer, more even, longer-lasting shave. And you'll find it's good for your shaver's cutting head.

FREE! TRY LECTRIC SHAVE AT OUR EXPENSE

Use Lectric Shave with any electric shaver. You can get it at all toilet-goods counters, drugstores or Remington service stations at 50¢ a bottle plus tax—

enough for 80 shaves. If you prefer, we'll be glad to send you a generous sample—enough for 30 shaves—*absolutely free*. Just send your name and address to The J. B. Williams Company, Dept. LE-20, Glastonbury, Conn., U.S.A. (Offer good in U.S.A. and Canada.)



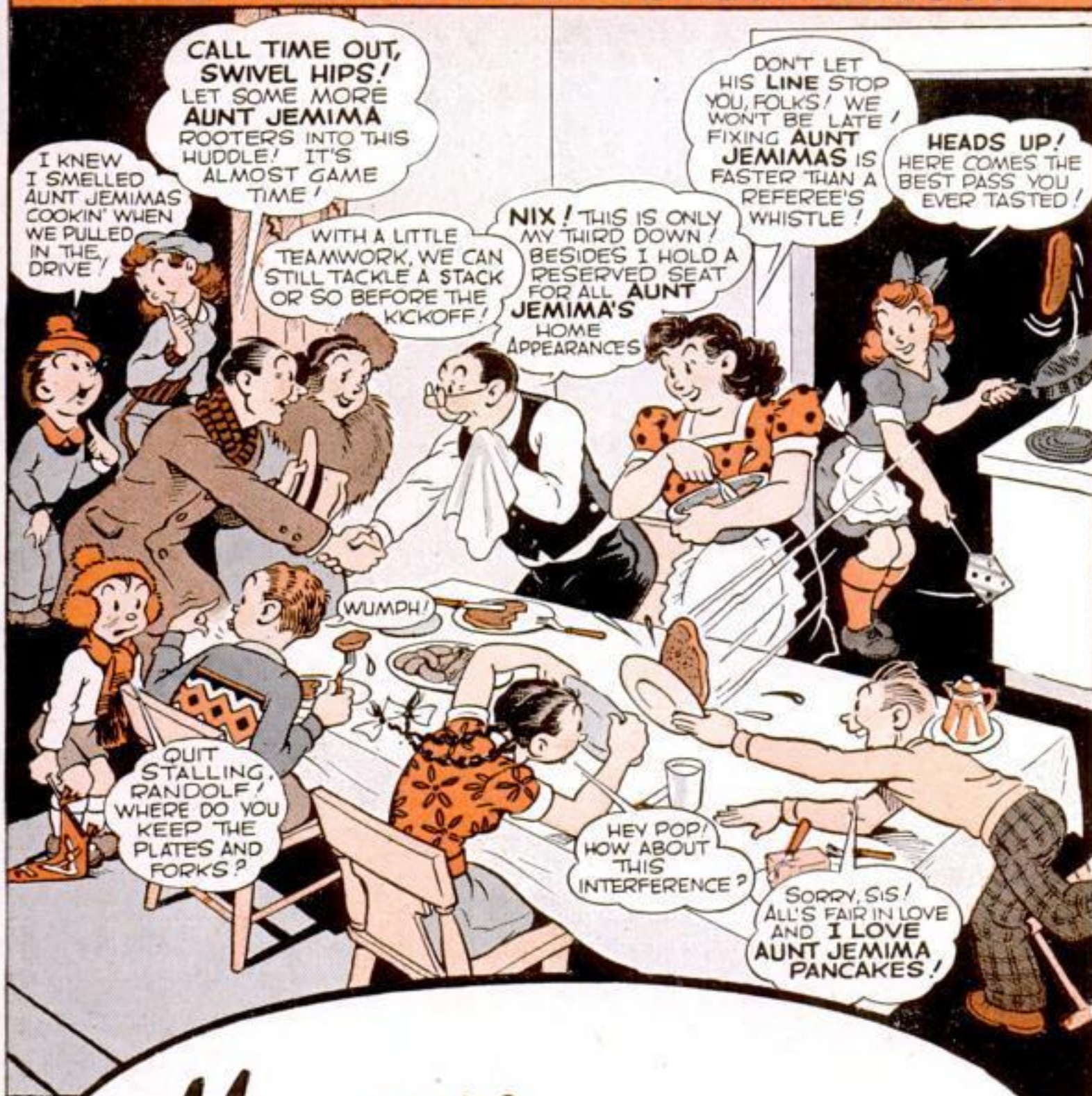
MAKES ELECTRIC SHAVING EASIER

This One



8FWE-Y23-YTH1

FROM GRIDDLE TO GRIDIRON



Mm-m-m...
Dey's a Happifyin'
Send-off!
Aunt Jemima
Pancakes!



Menu AN ECONOMIZIN', APPETIZIN' LUNCH

Vegetable Soup
Aunt Jemima Pancakes*
with Brown Sugar Syrup
Baked Apples
Coffee Milk

*Pancakes, butter and syrup cost less than twelve cents per person!

For **TWICE** as much pancake fun, get both kinds: the red box for pancakes and waffles, the yellow box for buckwheats!



LIFE'S REPORTS



LEGIONNAIRES in kepis muster beneath motto at Saigon barracks.

FOREIGN LEGION

Ex-Nazis swell ranks of famous old army

by ROBERT SHERROD

BY CABLE FROM SAIGON
The rainy season is over in the rice fields of Indo-China, and war is flaring up once again. On one side are the elusive, savage little Annamites who are rebelling against French colonial rule. On the other side is an army of mercenaries who constitute the most seasoned fighting men in the world. It is the old, familiar French Foreign Legion.

But it is not the same legion, tough, romantic, colorful, that readers of *Beau Geste* remember. The postwar legion has undergone a strange metamorphosis. For every man who has joined the outfit out of the desperation of unrequited love a score have come in to escape hunger or somebody's law. This was made plain to me recently in a restaurant in the capital city of Saigon. The legionnaire I asked about it called to a friend, "Hey, Pierre, you know of any cases of *chagrin d'amour*?" Pierre scratched his head and after a minute said, "Two."

Although the legion fought the Nazis from Norway to southern France in World War II, today some 30% to 50% of its members are husky, well-disciplined young Teutons who not long ago were goose-stepping with Rommel and Kesselring. Their average age is reckoned at 23, and they have already had five to seven years of military experience. The delights of peacetime civilian life

WOMAN SIGHS



for that distinctive tangy flavor of CHEEZ-IT crackers!



America's largest selling cheese cracker!

The Secret of this
BETTER

Tomato juice cocktail?



MADE WITH FRENCH'S WORCESTERSHIRE SAUCE

A tomato juice cocktail with sparkle! To a glassful of tomato juice, add a little salt and pepper and a teaspoon of French's Worcestershire. A WOW of a cocktail with a delicious racy flavor!

NO BETTER WORCESTERSHIRE AT ANY PRICE

CONTINUED ON PAGE 11

More OF EVERYTHING YOU WANT...



Turn off the highway into a country lane. It's then you discover how easily Mercury absorbs the jolts and jars of rutted roads . . . how it always gives you a *level*, floating ride. You soar up hills without effort. Mile after mile, hour after hour, you're relaxed, comfortable.

more beauty, *more* comfort, *more* liveliness, and all with an economy of operation that will be a



More fun to drive and own!



More beauty inside, too!

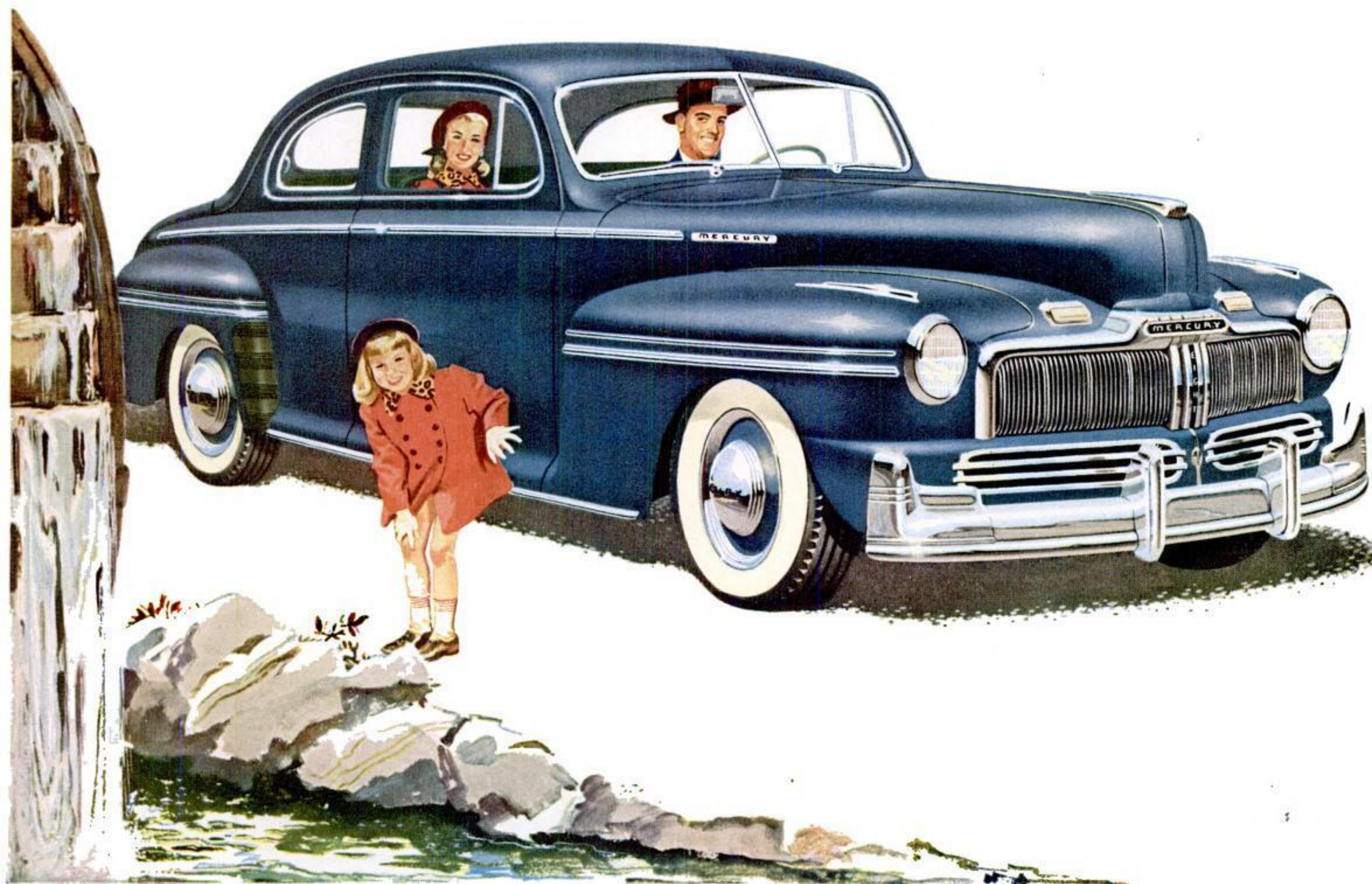
Yes, it's then that Mercury most strongly proves its reputation for giving you *more* of everything:

constant surprise (just check your gasoline mileage on one of those drives).

If you aren't already enjoying Mercury pleasure and satisfaction, there's only one thing to do. Get *more* of everything you want, with Mercury!

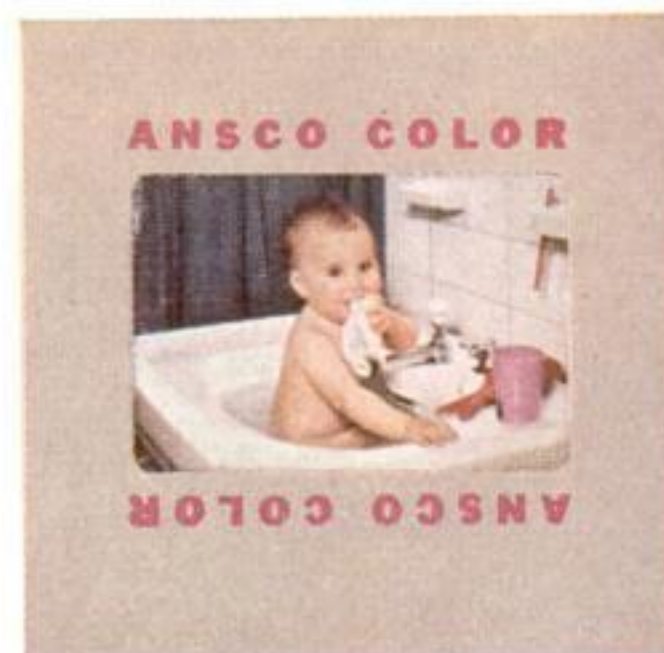
MERCURY—DIVISION OF FORD MOTOR COMPANY

WITH Mercury

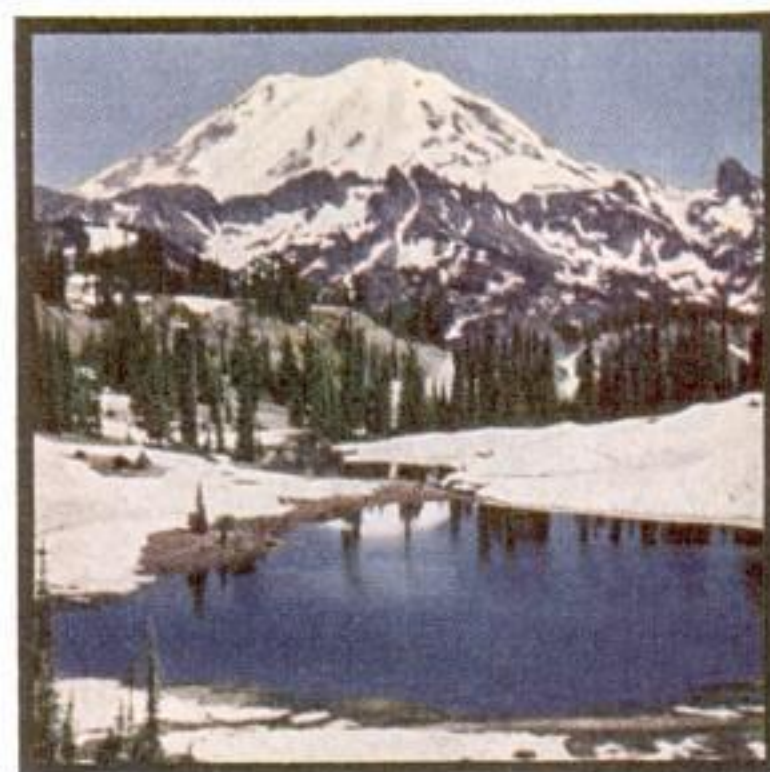




• This reproduction was made from a 4 x 5" Ansco Color transparency.



• 35mm transparency size.



• 2 1/4 x 2 1/4" transparency size.



• 2 1/4 x 3 1/4" transparency size.

For the most exciting pictures you've ever taken!

You can now take thrilling *true-color* transparencies the same as famous photographers!

Load your camera with glorious Ansco Color Film and take magnificent *transparencies* which capture delicate, glowing colors with stunning realism. When you view your transparencies

against light, or project their vivid colors on a screen, people will rave over the flesh tones... the superb rendering of *all* colors!

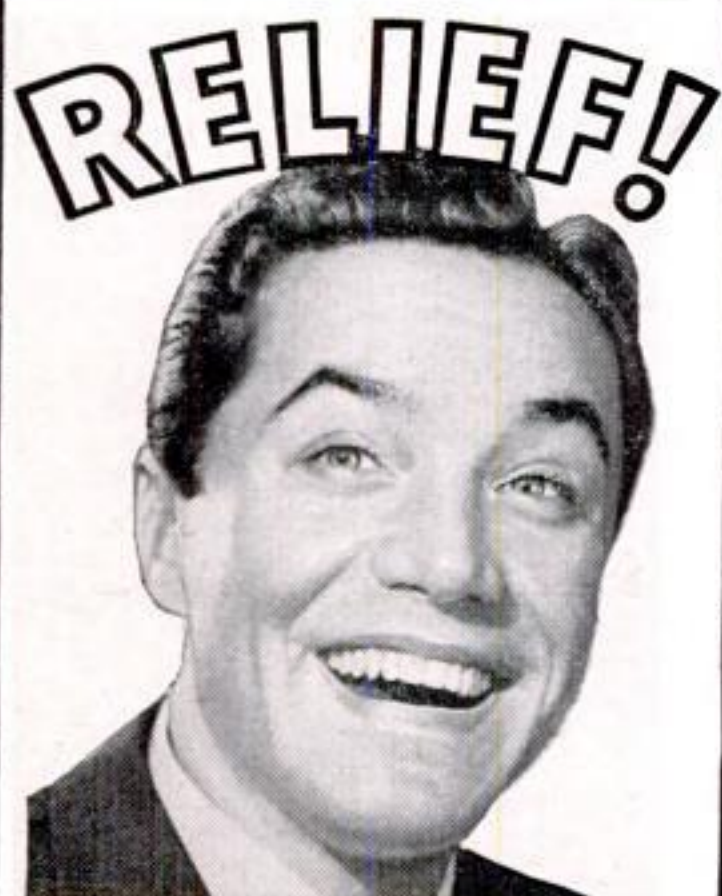
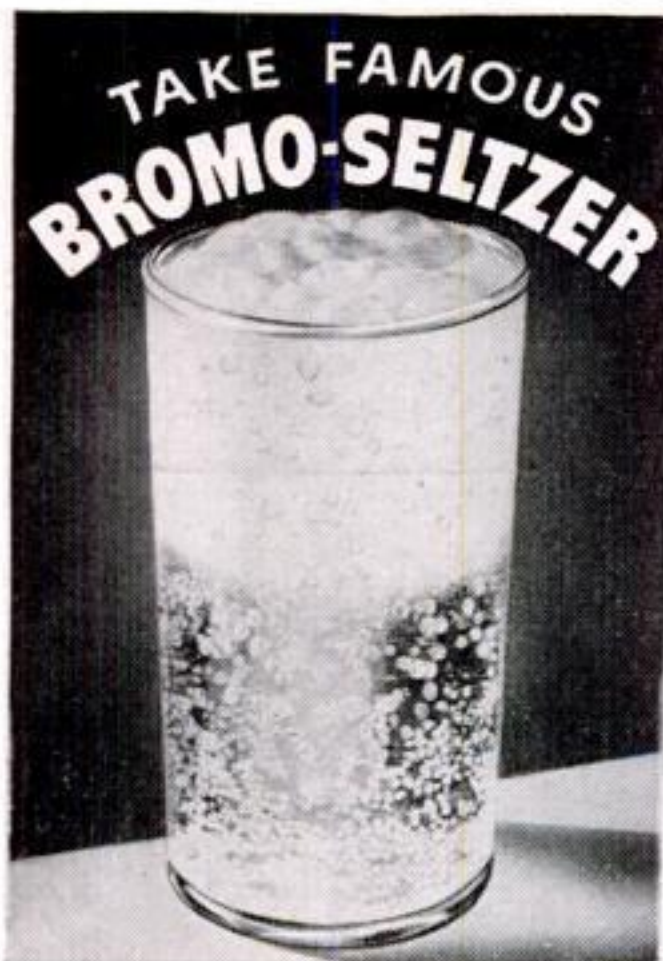
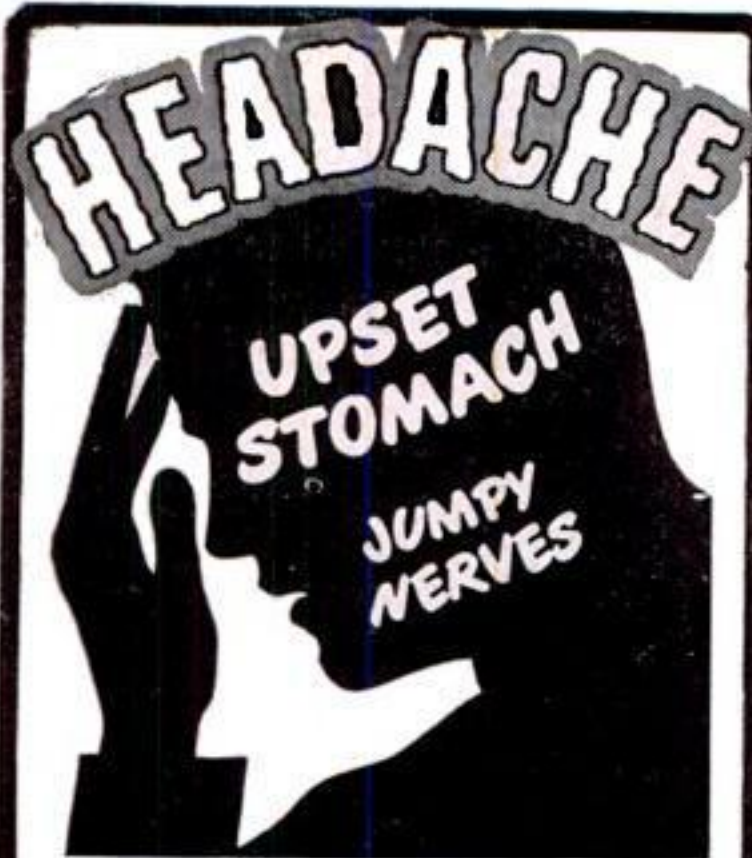
You can have this life-like film processed *quickly* by returning it to your dealer... or you can develop it yourself! What's more, your dealer can

have gorgeous color *prints* made, on Ansco Printon.

If your camera uses 35mm cartridges, 120 or 620 rolls, sheet, or 16mm movie film... if it has an f6.3 or faster lens, you can use Ansco Color Film. Although supplies are limited, ask for Ansco Color Film. Ansco, Binghamton, N. Y.

Ask for **ANSCO** ***color film!***





Millions turn to Bromo-Seltzer when headache, upset stomach and jumpy nerves all strike at once. Because for many years, Bromo-Seltzer has been famous for fighting ordinary headaches three ways:

1. Relieves pain of headache
 2. Relieves discomfort of upset stomach
 3. Quiets jumpy nerves
- all of which may team up to cause trouble.

Simply put teaspoonful in a glass and add water. Bromo-Seltzer effervesces with split-second action... ready to go to work at once. Caution: Use only as directed.

Get Bromo-Seltzer at your drugstore fountain or counter today. Compounded in four convenient home sizes by registered pharmacists.



For **FAST** headache help
BROMO-SELTZER
A PRODUCT OF EMERSON DRUG COMPANY SINCE 1887

LIFE'S REPORTS CONTINUED

are something the young ex-Afrika Korps men have only read about.

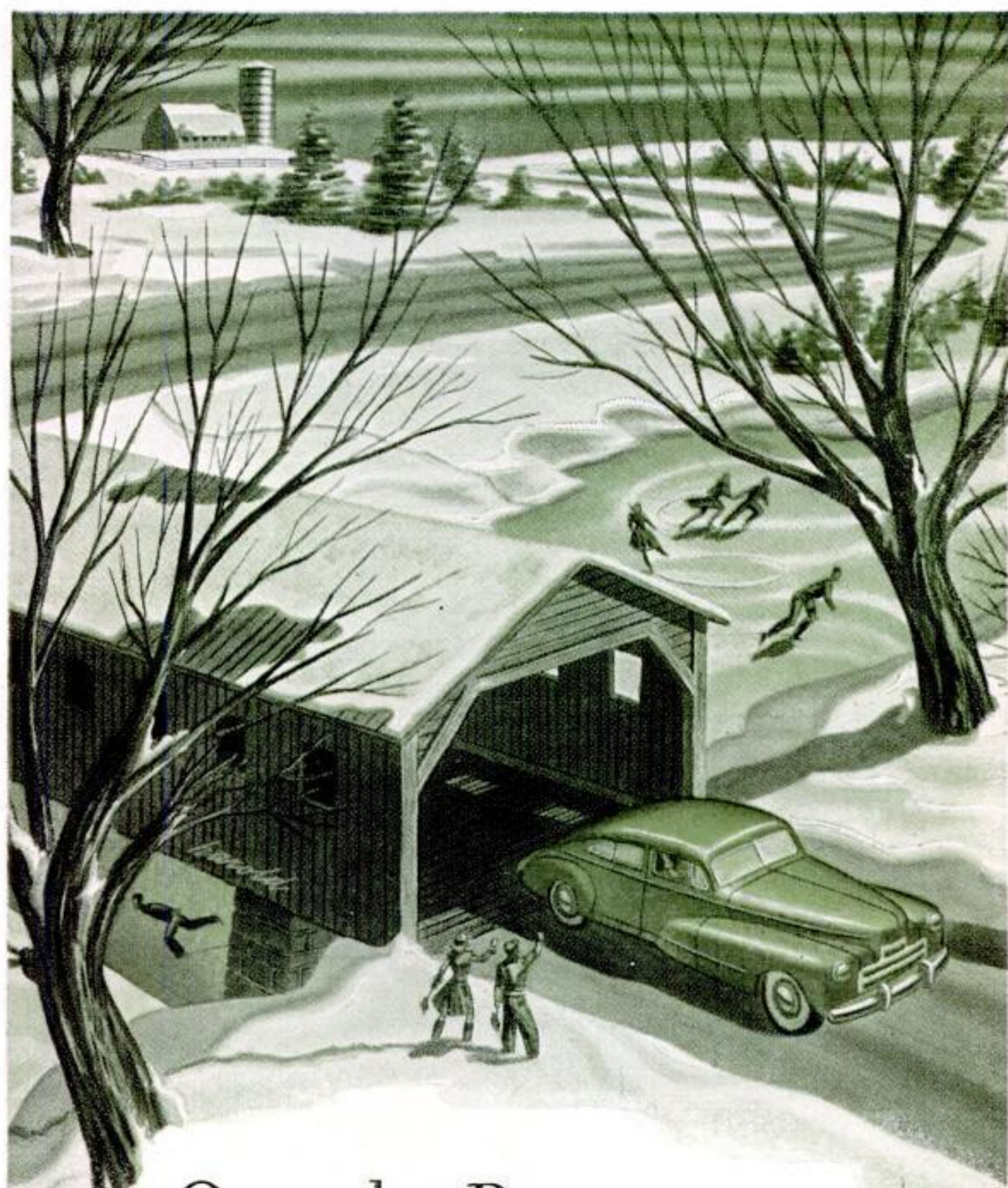
The Foreign Legion takes some pains to play down the German origin of so much of its membership. When it was pointed out to an officer recently that nearly 90% of the medals awarded to one battalion went to men with German names, he murmured something about there being a lot of Alsatians and Swiss. At a platoon outpost I received permission to ask the legionnaires a few questions. Turning to a blond, blue-eyed six-footer, I asked him how many months he had been in the legion.

"Achtzehn," he finally blurted out. His pal standing next to him made the same answer to the same question, and I have no doubt that both were ordered later to write "dix-huit" 500 times as punishment. Again, I was talking to a lieutenant colonel in his headquarters. Outside a platoon of singing men swung along the road. "Is that French they're singing, Colonel?" I asked. "No," he said, "they happen to be singing a German song this time."

The legion maintains, at its recruiting stations in Europe and at the training post at Sidi-bel-Abbés, Algeria, a careful screening program to prevent the enlistment of political undesirables. Although the legion has always accepted political refugees into its ranks, this term has not been extended to include German war criminals. Others barred are former SS men (whose tattoos betray them quickly), prominent Nazis, and men who have been convicted of several crimes. The screening process attempts to avoid such embarrassment as occurred at the execution of two German deserters from one of the Indo-Chinese units. Just before the order to fire was given one deserter said, "Vive la France!" The other raised his arm in a Nazi salute and shouted, "Heil Hitler!"

The matter of discovering the nationality of a legionnaire is not always easy. Oldtimers usually reply, "I am a legionnaire." The legion encourages men to forget the land of their birth; the legion handbook says, "The legion is your new country and you will always keep in your heart this motto: 'Legio Patria Nostra.'"

Many who have managed to elude the screening process have good reason to forget the past. At one outpost in Indo-



Over the River and through the Wood

Over the river and through the wood
To Grandfather's house we go;
We spin like a breeze
With the greatest of ease
Through the white and drifted snow.

Over the river and through the wood—
A green-and-white sign, you say?
Let's turn and head straight
For some fresh Quaker State
And play safe this Thanksgiving Day!

Over the river and through the wood
With never a care we ride;
The motor, it sings—
It seems to have wings—
For that's real Quaker State inside!



For Quick Starts all winter
change to Quaker State today!

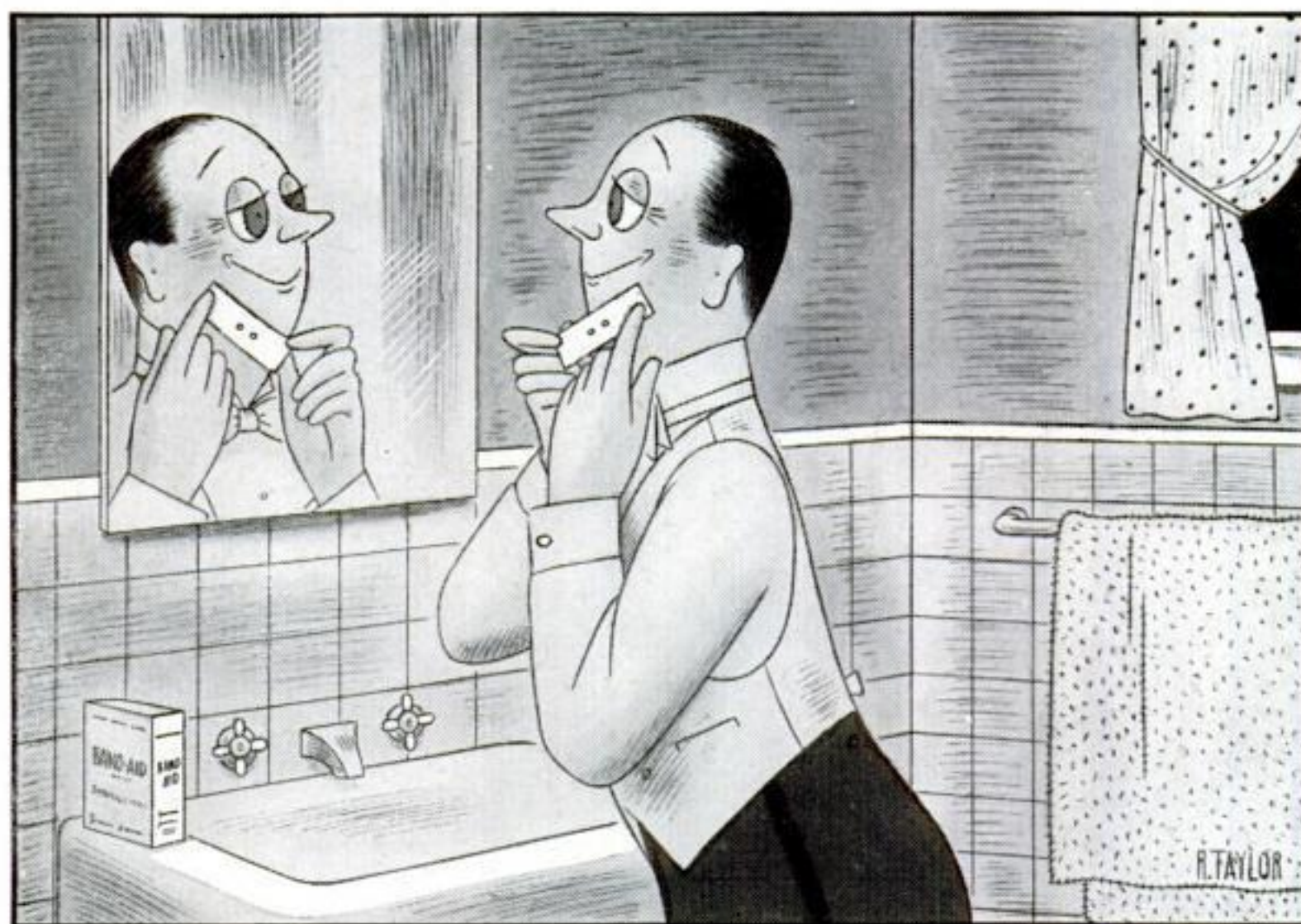
RETAIL PRICE 40¢ PER QUART

QUAKER STATE OIL REFINING CORPORATION, OIL CITY, PENNSYLVANIA
Member Pennsylvania Grade Crude Oil Association

CONTINUED ON NEXT PAGE



All flowers aren't Orchids!



**All adhesive bandages
aren't BAND-AID***

BAND-AID IS MADE ONLY BY Johnson & Johnson



*BAND-AID is the registered trade-mark of Johnson & Johnson for its adhesive bandage.



It's Johnson & Johnson quality that has earned for BAND-AID Adhesive Bandages the confidence of millions.

More families use BAND-AID Adhesive Bandages—more doctors recommend them than any other brand.

Every bandage comes to you sterile, sealed in an individual envelope. Keeps out dirt; helps prevent infection, avoid irritation. Cost? Less than a penny each!

Keep one box at home—one at work.

LIFE'S REPORTS CONTINUED

China I found a Dutch sergeant who said that he was wanted in Holland as a war criminal—he had served as a lieutenant in the German army at Stalingrad. In Tonkin there was a California boy who deserted from the U.S. Army after the invasion of North Africa. When the European war ended, many Russians joined the legion. But the Kremlin quickly negotiated with the French government for their return, and few are left. I met only one Englishman. He had been in the British army, got into trouble and joined the legion. "But now I can't stand it any longer," he said. "When my enlistment is up I'm going back to England and give myself up." If the legion discovers that a man has been a major criminal he is not allowed to carry on his deception. In one case an ex-Gestapo agent was recognized by a fellow legionnaire, who reported him. Legion investigators turned up proof of the man's identity, the Nazi confessed his war crimes, was imprisoned, dismissed from the legion and turned over to civilian justice.

One reason for the scarcity of Englishmen and Americans is the discipline, which is as severe as in any white army in the world. A minor infraction brings a fine (for a dirt-flecked rifle: eight days' pay—about \$12). Heavier penalties such as long solitary confinement are the punishment for A.W.O.L. and insubordination. In addition sergeants are likely to inflict "unofficial" punishment. It was rumored that when one legionnaire at a camp near Saigon was found to have a dirty bed, he was forced to wash it with his tongue.

Although the enlisted personnel is entirely polyglot, nearly all the legion's officers are carefully chosen Frenchmen. Such is tall, handsome Lieut. Colonel Gabriel Brunet de Sairigné, a 33-year-old St. Cyr graduate who commands the 13th Demi-Brigade, in the Saigon area. Among the 100-odd officers of his outfit Colonel de Sairigné has only three foreigners (a Pole, a Yugoslav, a Czech) plus a Spaniard who exercised his privilege of taking out French citizenship after a five-year stretch.

These officers are picked for their ability to weld their outfits into a pattern in spite of the diversified backgrounds of their men. They must be able to keep morale high without being able to offer much in the way of diversion. Such frills as movies



12/25/47-57-67...

Want to make a hit with a Christmas gift that will last for 20 (twenty—count 'em) Yuletides? Then give an Inkograph—one of the few pens made to write for decades...the popular pen giving fine writing service at a low price...only \$2.

The secret of Inkograph's longevity is in its point...the precisely rounded end of a thin cylindrical section...that can't bend or spread like ordinary pens...but writes smoothly on any kind of paper. Stiff enough to make carbon copies, rule lines, do jobs that stymie other pens.

You can't go wrong if you give an Inkograph to every friend, relative and business associate on your list. Easy on the gift budget, too...for the Inkograph's price is still...



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INKOGRAPH

**IF
Stuffy Nose
Spoils Sleep
TONIGHT...**



It's really wonderful how fast a few drops of Vicks Vapo-Rol open up nasal passages and relieve stuffy transient congestion. Vapo-Rol's specialized medication quickly makes breathing easier and invites restful sleep. Brings fast relief from sniffly distress of head colds, too. Try it! Follow directions in the package.

**VICKS
VA-TRO-NOL**

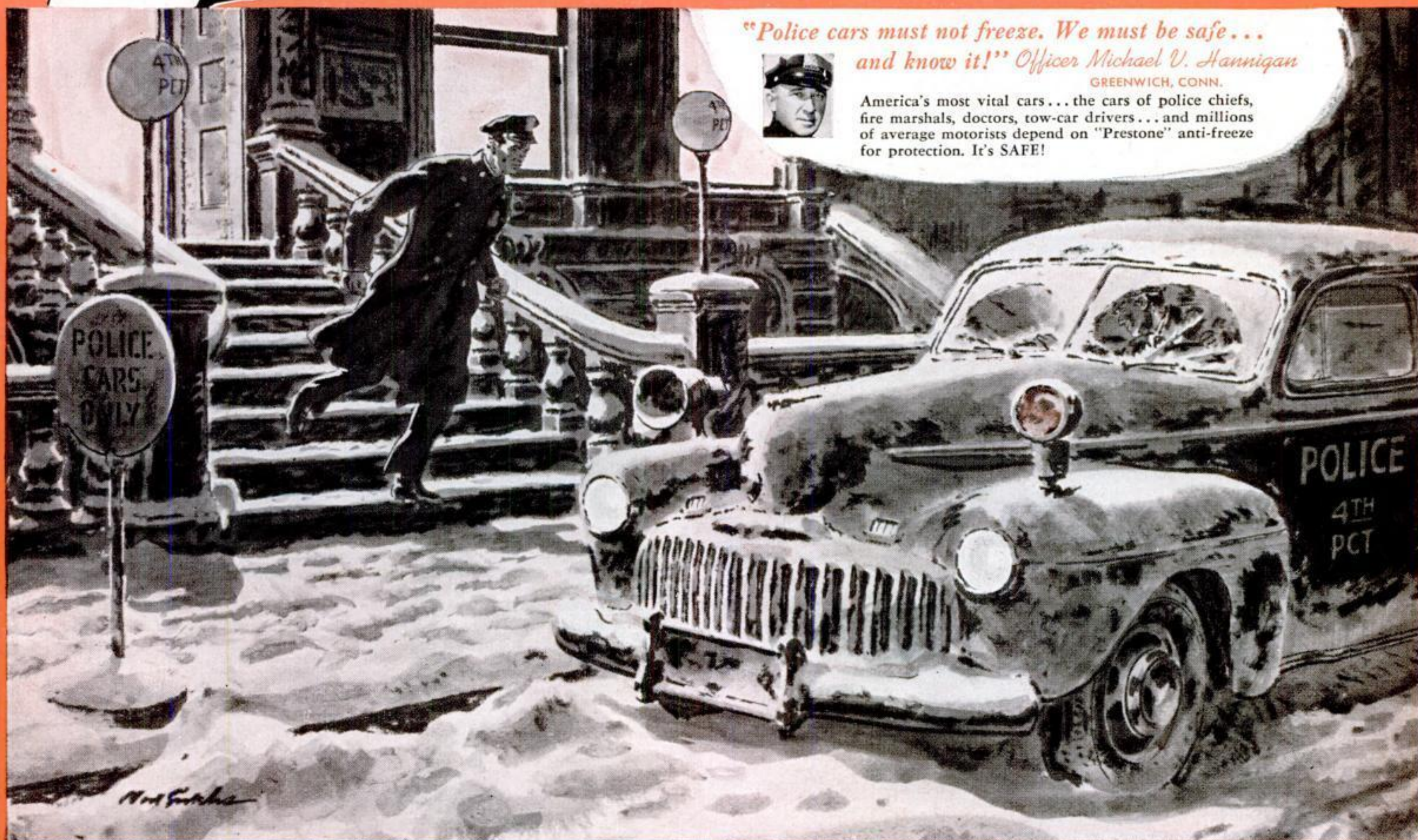
CONTINUED ON PAGE 14

RESCUES THREE IN ICY PLUNGE

Police Car Answers Emergency Call...

When safety's a must ...it's "Prestone!"

ANTI-FREEZE



"Police cars must not freeze. We must be safe...



and know it!" Officer Michael V. Hannigan
GREENWICH, CONN.

America's most vital cars... the cars of police chiefs, fire marshals, doctors, tow-car drivers... and millions of average motorists depend on "Prestone" anti-freeze for protection. It's SAFE!

In your car too!

NO RUST...
NO FOAM...
NO FREEZE...
NO FAILURE...

One shot lasts all winter!

DARING rescues may play no part in your daily life. But your car plays an important part—you'd be *lost* if it froze up! That's why you want to give it the *best winter protection you can!*

Then follow the lead of the police departments, the fire marshals, the ambulance drivers... and choose "Prestone" brand anti-freeze. *They* can't fool with freeze-up, and *you* won't have to when you get this remarkable *one-shot protection!*

Like them, you've stopped guessing... you're SAFE, and you KNOW it! You'll put "Prestone" anti-freeze in early... and forget it all winter long. And you won't worry when weather changes sharply... you'll be *sure!* For the kind of safety *you* need... get "Prestone" anti-freeze!

The registered trade-marks "Eveready" and "Prestone" distinguish products of National Carbon Company, Inc.

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1926...\$6.90	1933...\$2.95
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PRESTONE

TRADE-MARK

Anti-Freeze

Land sakes! Orchids from my daughter-in-law!



ISN'T SHE sweet? You see, my Bill and his wife Sally are with me for a few days, and it all started when Sally came in as I was getting breakfast the first morning.



"CAN I HELP?" Sally asked. Then, when she saw me making Borden's Instant Coffee, "Goodness, what's that?" "Excellent coffee," I said, "All coffee, not a mixture. And no pot, no grounds, no waste!"



SALLY BLUSHED and gulped, "I know I shouldn't be telling you how to cook, Mother Brown, but the instant coffees I've tried, we didn't like a bit. Could we have old-fashioned ground coffee just this once?"



I JUST SAID, "There's an item about your visit in today's Gazette. Don't you want to see it?" She was deep in the paper when I handed her a cup of Borden's, "Mmmm... this is GOOD!" she said. "This is real coffee!" "So it is," I told her. "It's Borden's!" "For goodness' sake," she laughed, "I thought I knew all about instant coffee... but I didn't know Borden's!" (Sally calls the flowers her bread-and-butter-and-coffee present!)

Money back if BORDEN'S doesn't beat your favorite coffee!*

AMERICA'S FASTEST SELLING PURE INSTANT COFFEE

* Use at least half a jar of Borden's. Then, if you don't agree it tastes better than any coffee you ever used, send us the jar with the unused contents, and we'll refund your money. The Borden Co., 350 Madison Ave., N. Y. 17, N. Y.

LIFE'S REPORTS CONTINUED

and iced drinks are almost unheard of in the life of a legionnaire. His sex life is cared for in medically inspected houses of prostitution containing half a dozen Annamite girls per battalion. But mostly his life is hard work under the enervating tropical sun.

On one day each year, however, the legionnaire is invited to raise all the hell he can. This is the anniversary of the Camerone, the legion's holy day. Camerone is not a place in North Africa or in Indo-China but in Mexico. During Maximilian's brief tenure in Mexico, a patrol of three officers and 62 legionnaires protecting a convoy was attacked by 2,000 Mexicans. They all died, the last few survivors taking an oath on the wooden hand of their leader, Captain Danjou, that they would accept death before surrender. Captain Danjou's wooden hand is displayed at each anniversary at legion headquarters at Sidi-bel-Abbés, Algeria, by the oldest living legionnaire.

The legion in Indo-China does not have a wooden hand to display, but no other ceremonial item is omitted. A typical commemorative ceremony took place this year at headquarters of the Third Battalion, 13th Demi-Brigade, outside Saigon. While the band played, Colonel de Sairigné inspected the rigid ranks of legionnaires. The legion's colors were presented. Medals, including one *Légion d'Honneur* were awarded. The names of the battalion's dead were read, and the Battle of Camerone was re-enacted on the front porch of headquarters by men dressed as 1863 legionnaires. The men were invited to free drinks from 5 p.m. indefinitely into the evening. That night Saigon's restaurants were ordered by police to close shortly after 9 o'clock. The legionnaires were tearing up the town. Some swaggered through the streets and were heard singing the *Horst Wessel Lied*. Others sang a nostalgic ballad called *Anne-Marie*, an old legion favorite:

*Mein Regiment, mein Heimatland,
Meine Mutter, habe ich nie gekannt,
Mein Vater starb schon früh im Feld, im Feld,
Ich bin allein auf dieser Welt.*

My regiment, my homeland,
I never knew my mother,
My father died young in battle,
I'm all alone in this world.



In Vermont's early days, the open-front sugar house hospitably welcomed all comers to taste fresh-made maple sugar—cooled in snow.

Hungry for real maple sugar flavor?

We can't give you the whiff of wood smoke or the gaiety of an 18th Century sugaring-off party... but we can give you the enjoyment of real maple sugar flavor.

For our Vermont Maid Syrup, we carefully choose a maple sugar that has a rich, full-bodied flavor, then blend it with cane sugar. This makes the maple flavor uniformly rich and delicious. At your grocer's.

Penick & Ford, Ltd., Inc., Burlington, Vermont.



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As good for handbags as for beverage hose—KOROSEAL

THAT picture shows rougher use than your handbag will ever get—yet see how easily it's washed clean and new again. That's because it's made of heavy *Koroseal* film—the exclusive B. F. Goodrich material that stands hard wear without showing it, is waterproof and so can be washed, is not porous and so does not soak up dirt, grease, alcohol, acids.

For the same reasons, *Koroseal* beverage hose is better than any former material. It is easier to clean (cleaning solutions don't harm it) and it imparts no taste, no matter what is run

through it. After years of use it will be as flexible, as good as new in every way.

Koroseal films and heavy sheets can be made in any color or pattern. They can be soft and flexible for raincoats, shower curtains, bowl covers, or firm for luggage, floors, industrial tanks.

Because it is so easily washable, *Koroseal* film makes many things practical which were never possible before. White or light-colored upholstery can be kept that way if it's *Koroseal*—by an occasional wash. Smartly-styled raincoats may get mud-

spattered but a brush or cloth makes them store-new again (and they're light, *can't* let rain soak through, can be folded into almost no space at all, even when wet if you like—they won't stick nor crack).

Koroseal can be used alone in any shape or form or as a thin protective coating on fabrics or paper. Besides being waterproof, it resists even acids which eat glass. Grease, oil, dirt, even most stains can be washed off easily by soap and water.

To be sure you get all the advan-

tages this important development can give you, insist on the *Koroseal* label on every article you buy. The B. F. Goodrich Company, Akron, Ohio.

Koroseal

Trade Mark—Reg. U. S. Pat. Off.

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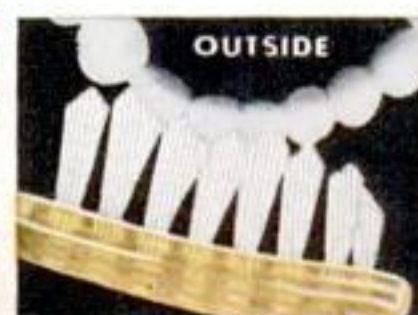
COATINGS, FILMS, FORMS



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(Second of a series)

**Holds less than a drop of water
when "wringing wet"**

• • • • pays off in springy "Exton" brand bristles that stand ready morning, noon and night to "sweep" your teeth sparkling clean! That's because Dr. West's exclusive waterproofing has reduced this enemy of cleansing power to the absolute minimum. This miracle brush is sealed in glass for extra protection and is guaranteed for a full year of cleansing satisfaction. Try this precision instrument today. Enjoy the amazing efficiency of the brush head that's deliberately curved two ways to reach every surface of every tooth better.



50c

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Satin-smooth and
slim. Won't
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Choice of
styles, leath-
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LEATHER...

Companions
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New brightness...
new lightness, in
warm top-grain
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styles — for men
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oh-oh, Dry Scalp!



"... HOW CAN A MAN AS CLEVER as he be so blind about his
appearance? Seems like he never combs his hair. It's so dull... and
dry looking. And that loose dandruff! Sure signs of Dry Scalp. I
think I'll tell him about 'Vaseline' Hair Tonic."

*Hair looks better...
scalp feels better...
when you check Dry Scalp*



WHAT AN IMPROVEMENT! His hair looks neat and well-groomed
now, and so can yours—when you use 'Vaseline' Hair Tonic. A few
drops a day make the difference. Hair looks better. Scalp feels better.
Loose dandruff is checked. And there's no alcohol—or other drying
ingredients—in 'Vaseline' Hair Tonic. It's grand also with massage
before every shampoo. It's double care... both scalp and hair...
and more economical than other hair tonics, too.

Vaseline HAIR TONIC
TRADE MARK®

Used by more men today than any other hair tonic



LAVISH MERRY-GO-ROUND BOWL GIVEN BY TRUMANS WAS DESIGNED BY AMERICAN SCULPTOR SIDNEY WAUGH FOR STEUBEN GLASS

SPEAKING OF PICTURES . . .

. . . THESE ARE ELIZABETH'S WEDDING GIFTS FROM THE U.S.



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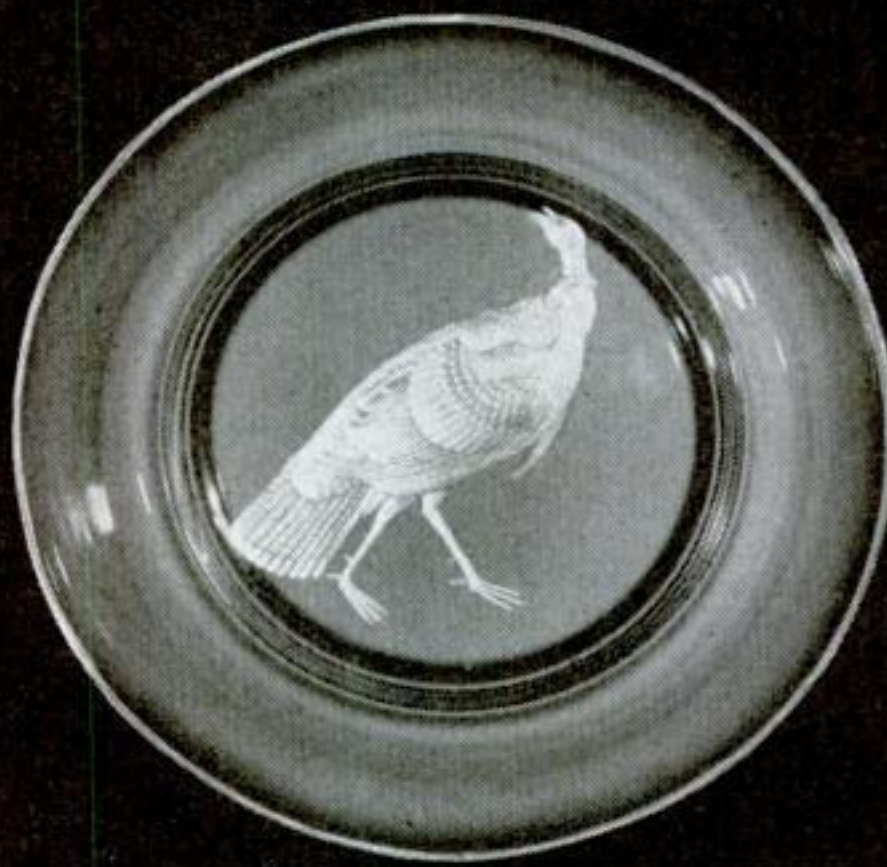
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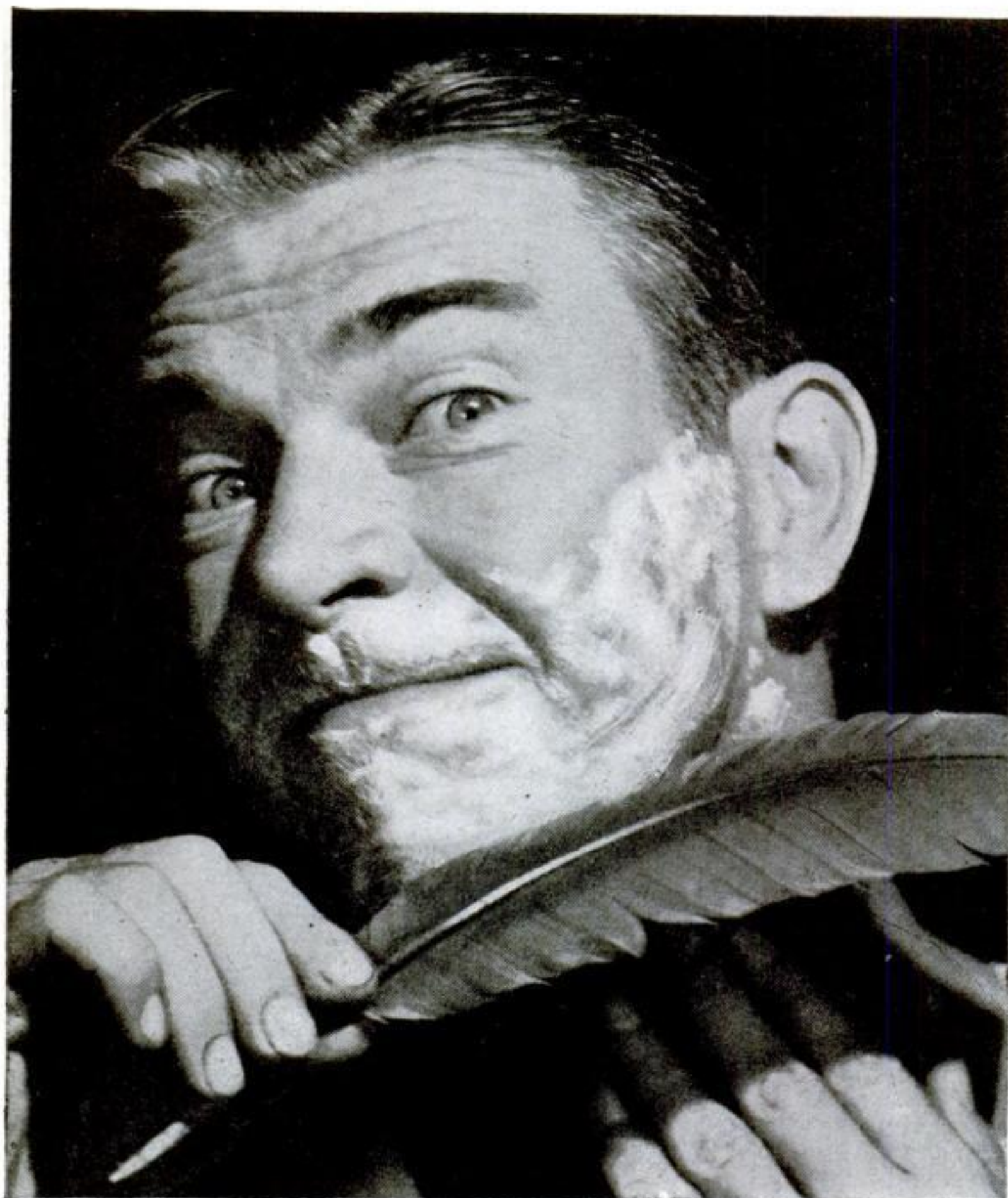


OSPREY

GLASS PLATES GIVEN BY U.S. AMBASSADOR DOUGLAS HAVE ENGRAVED REPRODUCTIONS OF AMERICAN BIRDS PAINTED BY AUDUBON

Last week when Princess Elizabeth and her future consort, Lieut. Philip Mountbatten, began to inspect the wedding presents piling up for them in the London palaces they found in addition to numerous pairs of nylon stockings, furniture from Queen Mary and a filly from the Aga Khan, the handsome, engraved-glass objects shown here. Both the gay, lively-looking Merry-Go-Round bowl (*opposite page*), which President and Mrs. Truman sent to the future Queen, and the

dozen Audubon plates (*above*), the gift of Ambassador and Mrs. Douglas, are the work of Steuben Glass of New York. When they arrived Buckingham Palace announced with dignified pride that the U.S. gifts were outstanding examples of contemporary American craftsmanship and design. Similar work has long been famous in Sweden, Czechoslovakia and Italy, but with these pieces the U.S. offered dramatic proof that its artisans are making real contributions to a rich art.



Almost possible with wonderful new Benex Brushless shave

beards
become

1/5 water

with
new



Product of Bristol-Myers

Son, Benex turns bristles into blotters (lets 'em soak up 20% of their weight in water). And keeps 'em that way! They almost fall off your face from sheer saturation!

Whiskers stay soaked, all shave long!

Smooth the wonderful stuff on your wet face. Swish! ...and it's melting the tough, oily, razor-fighting hide off your bristles! Your beard starts taking on water faster than a summer cottage in a rainstorm. And Benex keeps it drenched!

You can darn near brush 'em off!

Literally! The soggiest, most spineless excuses for bristles that ever hollered, "Uncle!" for a blade! Keep-'em-moist Benex lets you breeze through shaving! And then ...Brother! Look at that face!... and tell those movie stars to move over. Get Benex today!

THE BRUSHLESS WONDER

SPEAKING OF PICTURES

CONTINUED



ONE AUDUBON PLATE SHOWS AN OSPREY CLUTCHING A FISH

ENGRAVING WAS PAINSTAKING

The American gifts were made by the centuries-old off-hand process, in which a blob of molten glass is gathered on the end of a blowing iron and slowly molded into shape with crude applewood paddles, pincers and shears. The designs for both the Merry-Go-Round bowl and the Audubon plates were then transferred to the unfinished crystal by pressing each piece against a series of tiny, spinning copper wheels. With the aid of linseed oil and emery powder these wheels ground away glass particles to leave the delicate, shallow carving. The enlarged section (*below*) of the osprey plate shows in detail the thousands of tiny, intricate cuts that are needed to produce the cameo effect of the finished decoration (*above*). Because of an optical illusion, the most deeply hollowed parts look to the eye to be the most prominent.



DETAIL OF OSPREY PLATE SHOWS FINE ENGRAVING DETAILS



New Color Harmonies in Foulard Ties

2.50

Various new background shades accented with designs in canary, moon grey and sand. The colorings are bright and clear because they were printed on a fine foulard fabric woven of special Celanese* rayon yarns. Ask for McCurrach ties at better stores everywhere.

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Write for full-color booklet, "Necktie Notes." How to tie Windsor, Bow and other tie knots.

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**AUTOMATIC
BEATER EJECTOR**

Tilt the handle—out drop beaters individually, for easy cleaning. No pulling. No messy fingers.

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Because Mixmaster has a powerful, patented-governor controlled motor the beaters automatically maintain Full Power on all speeds at all times. The beaters never vary the speed they are set for as the batter thins-out or thickens-up. This is why Mixmaster gives **EVEN**, perfect mixing at all times.

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Pull trigger and lift off motor-and-beaters for portable use.

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You have the correct mixing speed right at your finger-tips. All the every-day mixing speeds are plainly indicated. Easy-to-see, easy-to-set and scientifically right. And you know the results will have that "success secret" of delicious foods—**EVEN** mixing every time.

MIXES
MASHERS
WHIPS
BEATS
STIRS

BLENDS
JUICES
FOLDS
CREAMS

**ENJOY THIS NEW FREEDOM FROM THE TIRING ARM-WORK
OF COOKING, BAKING, GETTING MEALS**

Only Sunbeam Mixmaster gives you all these special advantages you want and deserve when you buy a food mixer. So be sure the mixer you get (or the one you receive as a gift) is the original and the **ONLY** Mixmaster. There's only *one* by that name.

Mixmaster puts that **EXTRA** deliciousness, **EXTRA** success into every recipe. Nearly four million users are its best advertisements. That's why it's America's most popular food mixer. The supply is increasing—see your dealer.

SIX HOURS of pipe-smoking Heaven—
for only 25¢
That's putting it **MILDLY!**



Zounds! WIVES I changeth often,
but NOT my tobacco! It doth smoke
so smooth, so sweet, so mellow—

Country Doctor Pipe Mixture

It's the monarch of world's rarest,
and most fragrant
tobaccos



If your dealer doesn't have it—write Philip Morris & Co.,
Dept. G 26, 119 Fifth Avenue, New York

LETTERS TO THE EDITORS

KATHERINE CASSIDY

Sirs:

Ever since our class had its posture examination in gym class this term, I have been very posture-conscious. When I saw the picture of Katherine Cassidy in her treader outfit ("Howard Hawks's New Find," LIFE, Oct. 20) you can imagine my reaction.

According to our standards, she has pronated feet, hyperextended



PRONATED FEET?

knees, protruding abdomen, hollow lower back, depressed upper chest, rounded upper back, round shoulders and a forward head.

It doesn't seem fair. She gets to be a model and a movie star, but we get put into corrective gym!

LOUISE AUSTIN

Baltimore, Md.

STATE OF THE SOUTH

Sirs:

While I disagree with some of your statements in some minor particulars, I must say that on the whole your editorial (LIFE, Oct. 20) shows a fairly accurate understanding of Southern conditions.

In the main, the racial problem in the South is neither social nor political; it is an economic problem, and it stems, as you say, from the Negro's "bitter competition with an equally impoverished Southern white man for half a loaf." Prior to the war between the states, the Negroes had no freedom, but they had no responsibilities either. Then suddenly at the close of that war the Negroes were thrust forth to make their way in a highly competitive world—a world in

CONTINUED ON NEXT PAGE

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THE INFAMOUS HISTORY OF AN INFAMOUS OUTLAW!

**TOLD WITH
BULLET FORCE!**

His brutal loves!
His rackets!
His gang wars!

"THE GANGSTER"

Nothing like it since the thrill-blasted thirties!

A KING BROTHERS PRODUCTION

Starring **BARRY SULLIVAN • BELITA • LORRING**

with **AKIM TAMIROFF • HENRY MORGAN • JOHN IRELAND • ELISHA COOK, Jr.**

SHELDON LEONARD Produced by MAURICE and FRANK KING • Directed by GORDON WILES

Screenplay by Daniel Fuchs from his novel "Low Company" • An Allied Artists Production

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PROFESSIONAL MANICURE SCISSORS \$2.50
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**A PRACTICAL GIFT SET FOR MEN
with heavy toenail nipper. In pigskin**

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\$16.00
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30 handsome JOY SETS
to choose from.

LADIES' SETS
from \$3.95 to \$44.00
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How Powers Models MAKE EACH TINY STRAND OF HAIR RADIATE NATURAL DAZZLING Beauty



Give Your Hair This 10-Minute 'Glamour-Bath' Helps Hair Hold A Wave and Set Better, Too!

Beautiful Powers Models were quick to discover that this is one shampoo that can always be relied on to uncover *all* the natural brilliant highlights that lie concealed in *your* and *every* woman's hair.

And the beauty about using Kreml Shampoo is that it *never dries the hair*. In fact, it's very beneficial in that it has a 'built-in' oil base which helps keep hair from becoming dry.

Just notice the rich, thick consistency of Kreml Shampoo compared to any other shampoo you've ever used! You know you're *really* getting your money's worth.

Removes Dandruff Flakes First Time You Use It

Kreml Shampoo whips up a luxuriant active foam even in the hardest water. It actually 'glamour-bathes' each tiny

strand of hair from top to bottom so that it reflects all its natural silken sheen beauty and highlights.

And when all these *millions* of bright sparkling hairs are combed and brushed into a coiffure—no wonder your hair becomes a vision of shining radiance—a vision which will lure men's hearts away.

Complete directions on how to 'glamour-bathe' hair come with every bottle. All drug, dept. or 10¢ stores.

**Not a cream shampoo
Not a harsh soap
Not a soapless shampoo
Not a drying detergent—
It's entirely different**

Kreml SHAMPOO

A product of R. B. Semler, Inc.

FOR SILKEN-SHEEN HAIR — EASIER TO ARRANGE
MADE BY THE MAKERS OF THE FAMOUS KREML HAIR TONIC



LETTERS TO THE EDITORS

CONTINUED

which they had had no experience and for which they were not equipped. The whites were in little better case. The South was ruined, few means of earning a livelihood remained and our present racial situation sprang from the bitter struggle that ensued....

When we have balanced our economy and raised our per capita income to the level prevailing in the North and East, we shall have the means of raising our mass educational standards and we shall enter upon our renaissance. The South suffers neither from the provincialism of the Middle West nor the smugness of the East; it is merely poor.

CLAYTON W. COLEMAN
Baton Rouge, La.

Sirs:

... In the *Atlanta Journal* a news item appeared a few days ago that speaks volumes. According to this item the total value of all taxable property for the State of Georgia for the year 1947 was \$1,415,443,505, while the value shown by the tax books in 1864 was \$1,612,592,806. In other words, Georgians have worked for over 80 years and they still have \$197,149,301, less than they had in 1864.

GEORGE M. STANTON
Knoxville, Tenn.

● True, but in 1864 more than \$700 million of these assets were in slaves—ED.

Sirs:

I was pleased to see your reference to my philosophy on European recovery in your editorial....

THURMAN SENSING
Director of Research
Southern States Industrial Council
Nashville, Tenn.

Sirs:

Congratulations on letting the people know that there are still vigorous evidences of progressive democracy in the South.... I must, however, caution other countries not to be taken in by the chauvinism of the Southern States Industrial Council. This ally of the N.A.M. must know that the industrialization of the South, though started by Southerners, is now largely controlled in the North. Also, though the people in the South have worked hard, those who worked the hardest have for the most part remained disfranchised, poor and with very limited education.

CLARK FOREMAN
President
Southern Conference for
Human Welfare
Washington, D.C.

Sirs:

There is one point on which most truly liberal Southerners will take issue—the definition of the Southern Conference for Human Welfare as "famed." As liberal Editor Ralph McGill has frequently pointed out in the *Atlanta Constitution*, the Southern Conference for Human Welfare was conceived with high ideals and ambitions but during the last few years has fallen under the active leadership of individuals who have frequently said that they welcomed any support, including that of avowed Communists and fellow travelers....

WILLIAM S. HOWLAND
Atlanta, Ga.

CONTINUED ON PAGE 26

Glamour Legs by MOJUD



If your target is glamour legs, score a sure hit with Mojud nylon stockings... so sheer, so sleek, so skin-hugging:

At better stores everywhere.

TRADE MARK REG.
©1947 MOJUD HOSIERY CO., INC., N.Y.C.

The KELTON

"Devon"

Yes,
exceptional
at \$20*

10K rolled goldplate case, white dial with gold-etched numerals. New adjustable mesh band. *Fed. tax only 10%. Guaranteed by

US TIME CORPORATION

GENERAL ELECTRIC ENDS FIVE CLEANING NUISANCES WOMEN HATE MOST!



1. TUG AND TUSSLE



Now—you don't have to wear yourself to a frazzle pushing and tugging and lifting a big heavy ox of a cleaner!

The New De Luxe General Electric is so light weight, so perfectly balanced it almost seems to glide by itself. Control the speed to suit your needs. Flick switch to *low* for scatter rugs, light pickups — *high* for thorough weekly cleaning.



2. LEFTOVER LINT



Ever run a cleaner over a rug two, three, four times—then finally stoop and pick up stubborn thread and lint by hand?

No more of that! General Electric's newly designed, *fully tufted* brush gets everything from surface specks to deep-down grit—first time over! Thick pile or thin, a touch of the toe adjusts nozzle for perfect cleaning contact on *any* rug. An exclusive G-E feature!



3. BAG-EMPTYING BOTHER



Many women claim the worst part of house cleaning is emptying the vacuum cleaner afterward.

Look how G.E. makes it faster, neater! Special dirt-trap keeps dust from flying when you disconnect bag. *Wide-opening accordion top* is quick to empty. Napped lining keeps dirt from seeping through while you clean.



4. BLIND SPOTS



Remember old-fashioned cleaners? No light to point out dust? No way to get under furniture? How different the new General Electric!

A maroon and silver beauty, with *every* cleaning convenience! Wide-angle spotlight. *Handle that can be lowered* for under-furniture clearance. King-size bumper. Unbreakable plug. Kinkless cord. Even a condenser to cut down radio static!



5. TINKER TROUBLE



No need for you—or your husband—to putter around with oil can and screw driver. Not when you own a sturdy General Electric!

The quiet, powerful motor never needs oiling. It's built to run, run *efficiently*, for years and years—without any tinkering or coaxing from you! It's the height of dependability. Perfected by the *world's most experienced* makers of electrical appliances.



**VACUUM
CLEANERS**

Approved by Underwriters' Laboratories, Inc.

No regrets — when you buy G-E!

You're confident of your cleaner, when you know it gives you finest possible ease and efficiency. Greatest value for your money.

Get General Electric—and you'll never regret your choice. Compare it with any other leading cleaner. Your own observations will prove that it's *your best buy!* De Luxe model, \$74.95. Other uprights, from \$54.95. Ask your retailer for a demonstration.

For new work-saving booklet, "To Make House-cleaning Easy," send 10¢ in coin (no stamps accepted!) to P.O. Box 1632-A, General Electric Company, Bridgeport 2, Conn.



In tank-type cleaners, too, General Electric is a wonder buy! See the new "Airflo" model with nine timesaving attachments for complete floor-to-ceiling cleaning.

GENERAL  ELECTRIC

the Girl

FAULTLESSLY GOWNED

BY JO COPELAND

OF PATTULLO

Her Car

FAULTLESSLY LUBRICATED

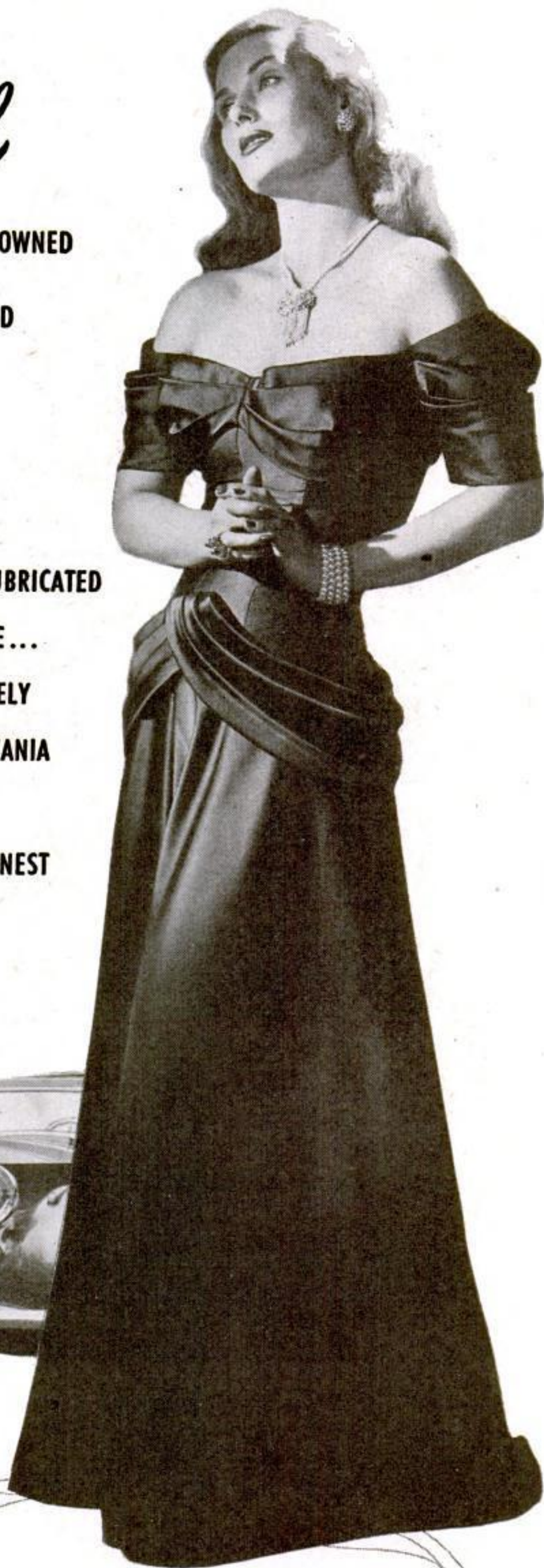
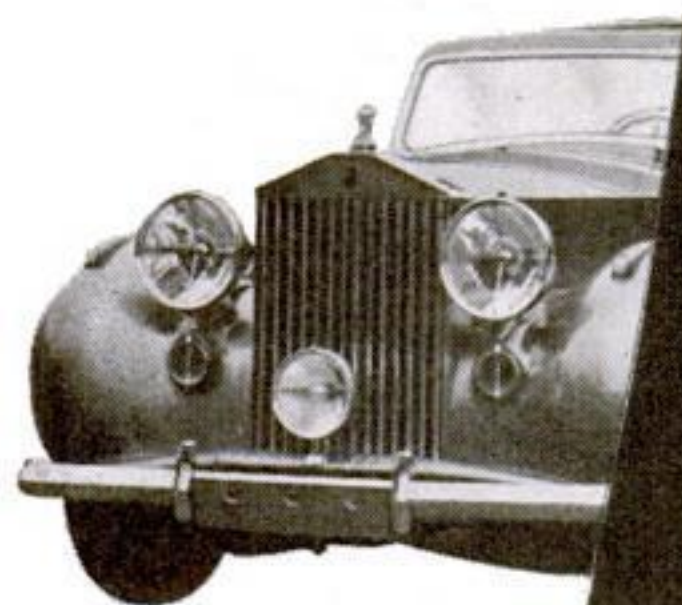
WITH VALVOLINE...

MADE EXCLUSIVELY

FROM PENNSYLVANIA

CRUDE OILS...

THE WORLD'S FINEST



VALVOLINE
The Original Pennsylvania
MOTOR OIL

UNCONDITIONALLY GUARANTEED

Freedom-Valvoline Oil Company, Freedom, Pennsylvania — New York, Toronto, Pittsburgh, Detroit, Atlanta, Cincinnati, Chicago, St. Louis, Los Angeles, San Francisco, Portland, Seattle, Vancouver, B. C.

LETTERS TO THE EDITORS

CONTINUED

KON-TIKI

Sirs:

Thank you for the thrilling account of the cruise of the "Kon-Tiki" (LIFE, Oct. 20). It is most encouraging to learn that in this day and age there are men who will risk dangers and hardships to prove a theory they believe. However, did Heyerdahl prove his point? I believe not.

In order to prove that the islands of the Pacific were settled by early American Indians Heyerdahl would have to prove not only that a primitive wooden raft could make the journey, but also that the journey could be made with at least one woman on board. If Mr. Heyerdahl cares to consider my point and would like to make a second journey across the Pacific to prove it and has trouble finding a woman volunteer, I will be most happy to attempt the trip.

LOTTE KOCH

New York, N.Y.

COVER GIRL

Sirs:

Gene Smith's photograph of the little girl watching the dancing contest (LIFE, Oct. 20) is perfectly lovely. Not only does it possess those qualities which immediately endear themselves to anyone who has ever fondled a candid camera, but it also emits a species of tenderness and charm usually found in Longfellow and Gainsborough. . . .

RALPH CRABILL JR.

Ithaca, N.Y.

Sirs:

. . . It is a wonderful picture of a child's curiosity and interest in what goes on about her.

DONALD J. McNASSOR

Detroit, Mich.

Sirs:

. . . As a cover subject, she outclasses style models, notables, royalty and stars of the stage and screen.

W. VERNE ZAHNISER

Edinboro, Pa.

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BEWARE COUGHS

From Common Colds THAT HANG ON!



Creomulsion relieves promptly because it goes right to the seat of the trouble to help loosen and expel germ laden phlegm, and aid nature to soothe and heal raw, tender, inflamed bronchial mucous membranes. Tell your druggist to sell you a bottle of Creomulsion with the understanding you must like the way it quickly allays the cough or you are to have your money back.

COUGHS
Creomulsion

Chest Colds...Bronchitis



Lakeland
SPORTSWEAR
protects you handsomely

The "North Bay"

Here's what they call a coat in the North Country. Famous Piedmont gabardine, Cravenetted to shed rain and snow. Laskinlamb collar, lambskin lining, red wool bottom — a world of warmth. Men's and boys' sizes. See your Lakeland dealer — or write for his name.

Lakeland Mfg. Co. • Sheboygan, Wis.



Take it from Santa...

Parker "51" is the world's most wanted gift pen



Today, Parker 51's are fairly plentiful at dealers' stores. But Christmas is approaching fast. To wait a day—a week—may change the picture. So many are seeking them eagerly—and early.

Last Christmas, 3 out of every 4 who sought this pen had to do without. To avoid disappointment, select your "51" at once.

No other writing instrument is so desired as the Parker "51". (77 surveys in 29 countries proclaim it the world's most wanted pen.)

Here is beauty and balance born of high precision craftsmanship. Choose from a wide range of points—individualized to suit every type of hand-

writing. Each starts instantly—glides tirelessly—without a skip or falter.

Parker "51" now comes in a variety of exciting gift colors. \$12.50 and \$15.00. Pencils, \$5.00 and \$7.50. Sets, \$17.50 to \$80.00. The Parker Pen Company, Janesville, Wisconsin and Toronto, Canada.

NEW! Parker Superchrome Ink
FOR THE PARKER "51" ONLY

Wholly different—created by leading scientists. Super-brilliant—super-permanent—"dries as it writes!" 5 tropic-bright colors. Year's supply, 4 ounces . . . only 50 cents.



"51 writes dry with wet ink!"



Niblets Mexicorn

BRAND

Dorado, ay! Rojo y verde, ay-ay! Sí-sí!
Golden, yes! Red and green, yes-yes-yes!
 There you have it, señores and señoras, in Spanish and English.

Golden sweet corn kernels mixed with cubes of sweet red and green peppers and it's Niblets Brand Mexicorn.

It's a fiesta dish for every day—a colorful new version of your fine friend, Niblets Brand whole kernel corn. Always packed at the fleeting moment of perfect flavor. Always wearing the big Green Giant on the label.

Minnesota Valley Canning Company, headquarters, Le Sueur, Minnesota; Fine Foods of Canada, Ltd., Tecumseh, Ontario.



"GREEN GIANT,"
 "NIBLETS" AND "MEXICORN" ARE
 TRADE MARKS REG. U. S. PAT. OFF. M.V.C.O.
 & M.V.C. CO.

Also packers of Green Giant Brand peas and Niblets Brand whole kernel corn

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CONTENTS

THE WEEK'S EVENTS

HIGH COST OF LIVING CONFRONTS CONGRESS' SPECIAL SESSION...	31
EDITORIAL: THE METHODISTS.....	38
NOR'EASTER SUBMERGES LA GUARDIA FIELD.....	39
ALABAMA'S KISSIN' GOVERNOR HAS BUSY WEEKEND.....	40
FRENCH COMMUNISTS MEET POLICE AT BARRICADES.....	42
FUNNY ACCIDENT PICTURE HAS UNFUNNY SEQUEL.....	44
THE MOVIE HEARING ENDS.....	47

SCIENCE

WYOMING'S FOSSIL FISH.....	53
OIL-SLICK REMOVAL.....	72

FASHIONS

SOCIAL LEADERS MODEL WINTER STYLES.....	62
---	----

MOVIES

"MAN ABOUT TOWN".....	67
-----------------------	----

CLOSE-UP

THE CULT OF THE LOVE GODDESS IN AMERICA, by WINTHROP SARGEANT.....	81
---	----

ART

DOCTORS' PAINTINGS.....	98
MACK SENNETT BALLET.....	102

PHOTOGRAPHIC ESSAYS

THE METHODIST CHURCH.....	113
ETHIOPIA GOES MODERN.....	57

SPORTS

KIDS' FOOTBALL.....	131
---------------------	-----

OTHER DEPARTMENTS

LIFE'S REPORTS: FOREIGN LEGION, by ROBERT SHERROD.....	8
SPEAKING OF PICTURES: THESE ARE ELIZABETH'S WEDDING GIFTS FROM THE U.S.....	18
LETTERS TO THE EDITORS.....	23
PEOPLE.....	107
LIFE GOES TO THE NEW RIVIERA, by CHARLES J. V. MURPHY.....	137
MISCELLANY: JAPANESE CANNIBALS.....	155

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LIFE'S COVER

This week for the fourth time LIFE devotes its cover to a picture of Rita Hayworth. This fourth appearance, establishing a record equalled in LIFE's history only by the late Franklin D. Roosevelt, is a tribute not so much to a woman as to a formidable American institution. For Rita Hayworth, as LIFE's close-up on page 81 points out, is not only a girl but one of many embodiments of our most prevalent national myth—the goddess of love. In her current picture, *Down to Earth*, Rita Hayworth plays her supernatural role literally. She is cast as a Greek goddess who falls in love with a mortal.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources, credit is recorded picture by picture (left to right, top to bottom) and line by line (lines separated by dashes) unless otherwise specified.

COVER—JOHNNY FLOREA	102, 103, 104—RALPH MORSE
8—ROBERT SHERROD	107—INT.—GRAPHIC PHOTO UNION—ACME
18—GEORGE LAZARNICK	108—W. EUGENE SMITH FROM B.S.—INT.—A.P.
19—U. & U.	110—INT.
20—U. & U.—ALBERT FENN	113—W. EUGENE SMITH—PAT ENGLISH
23—SHARLAND FROM B.S.	114—KEYSTONE VIEW, BROWN BROTHERS—LARRY BURROWS, METHODIST PRINTS—METHODIST PRINTS
31—ROBERT WHEELER	115—ALBERT FENN
33—ALBERT FENN	116, 117—LT.: ROGER COSTER FROM RAPHO-GUIL-LUMETTE, GABRIEL BENZUR, JACK WALLY—RT. EILEEN DARBY FROM G.H.
34, 35—JOE SCHERSCHER	118 THROUGH 121—LISA LARSEN FROM G.H.
36, 37—ROBERT WHEELER	122—LISA LARSEN FROM G.H.—CHART BY ANTHONY J. SODARO
39—INT.	123—LISA LARSEN FROM G.H.
40, 41—CORNELL CAPA	124—JERRY COOKE—AERO-GRAPHIC CORPORATION—COURTESY OF THE METHODIST INFORMATION CENTER
42, 43—RENE PARI (2), WALTER CARONE—RENE PARI, INTERPRESS, JAMMARON, WALTER CARONE	126—CHARTS BY ANTHONY J. SODARO
44—JOHN TRIMBLE	128—COURTESY OF THE METHODIST INFORMATION CENTER
47—MARTHA HOLMES—RALPH CRANE FROM B.S.	131, 132, 134—WALLACE KIRKLAND
48—MARTHA HOLMES	137—RALPH MORSE—NICK DE MORGOLI
50—INT.—H. & E.—MARTHA HOLMES	138—ERPE, WALTER CARONE, J. FENEYROL—PIERO SAPORITI—J. FENEYROL, PIERRE VALS—INT., J. FENEYROL, INT.
53, 54—LYMAN MARDEN	139—NICK DE MORGOLI—PIERRE VALS, LIDO—WILLY RIZZO, HANS WILD
57, 58, 59, 60—MARJORIE COLLINS FROM RAPHO-GUIL-LUMETTE	140—NICK DE MORGOLI, WILLY RIZZO
62, 63, 64—PETER STACKPOLE	143—IVES MANCIET
67—JOHN PHILLIPS EXC. T. RKO RADIO PICTURES INC.	144—WALTER CARONE
68, 71—RKO RADIO PICTURES INC.	149, 152—AGENCE GRAP
72, 75, 76—ALBERT FENN	155—S. M. HUSSEY
80—NED SCOTT FOR COLUMBIA PICTURES	156—U.S. ARMY SIGNAL CORPS
81—KEYSTONE VIEW	
82—RT. W.W.	
90—COLUMBIA PICTURES	
92—PETER STACKPOLE	
94—ACME	
96—BOB LANDRY	
101—LT. BACHRACH—JOSEPH MERANTE; JOHN STEELE, TORONTO—LT. LAWTON G. HATCHER	

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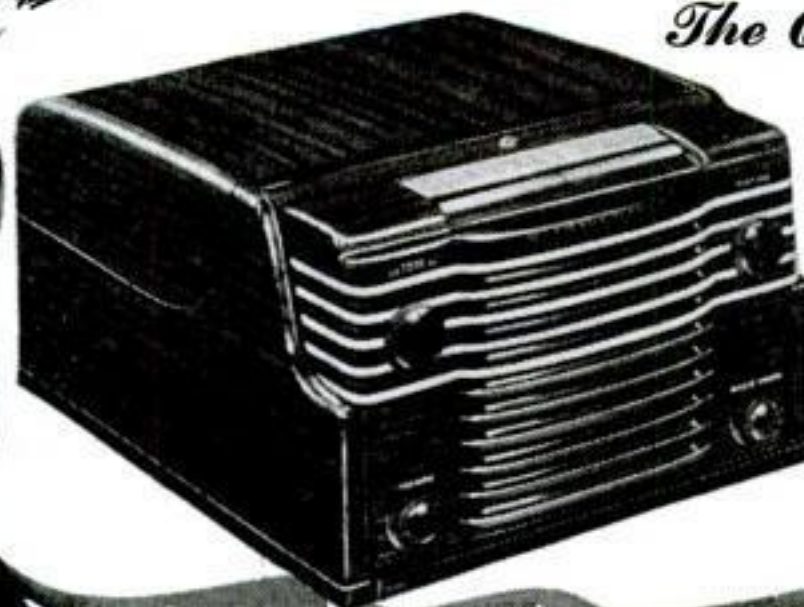
The One Sixty Nine

... a magnificent console combination ... built for those who want the utmost in radio performance. True-to-life Plenti-power reception, Westinghouse Rainbow Tone FM, two short wave bands, the amazing Electronic Feather Tone Arm, the new Automix Record Changer, twin record compartments, "Signal Light Control"... all in an exquisite bow front cabinet of fine mahogany veneers.



The One Twenty Two

... an automatic radio-phonograph with a Lift-Out radio ... an ideal gift for home and school. The LIFT-OUT radio can be removed from the cabinet, played anywhere in the house. Dependable automatic record changer gives you 50 minutes of almost continuous music. Stunning airstream cabinet in mahogany or toasted mahogany finish.



The One Twenty Five

... a console radio in capsule form ... only 9 1/4" by 6" by 6". Power and tone you have to hear to believe ... smartly styled on all sides, a beauty from every angle ... retractable handle makes the 125 easy to carry anywhere in the house. Green and gold, or ivory and gold.



Home Radio Division,
Westinghouse Electric Corporation, Sunbury, Pa.



Tune in Ted Malone Monday through Friday 11:45 A. M., E. S. T., A. B. C.

“Weavers of Speech”



To you, who each day
Take on anew your tasks
Along the lines that speech will go
Through city streets or far out
Upon some mountainside where you have blazed a trail
And kept it clear;
To you there comes from all who use the wires
A tribute for a job well done.

For these are not just still and idle strands
That stretch across a country vast and wide
But bearers
Of life's friendly words
And messages of high import
To people everywhere.

Not spectacular, your usual day,
Nor in the headlines
Except they be of fire, or storm, or flood.
Then a grateful nation
Knows the full measure of your skill and worth.
And the fine spirit of service
Which puts truth and purpose in this honored creed —
“The message must go through.”

BELL TELEPHONE SYSTEM



HIGH PRICES



AT A CONGRESSIONAL HEARING TWIN SISTERS SHOW WHAT \$14 BOUGHT IN 1939 (RIGHT) AND NOW (LEFT)

THEY WILL BE ONE OF CONGRESS' BIGGEST HEADACHES AS IT MEETS NOV. 17

The big news everywhere was prices. They were up again to a new record—60% over the 1939 level—which meant that the dollar was now worth about 62½¢ by old standards. For the special session of Congress starting Nov. 17, President Truman had put prices even ahead of the Marshall Plan. Congressmen, whether on official investigations or just being buttonholed by voters, were studying the problem at home. They saw some dramatic demonstrations, like the one by Atlanta's LaFontaine twins (*above*), of the sad state of the dollar. They listened to hundreds of complaints blaming such various "villains" as the Republicans (for killing OPA), high business profits, high wages, grain speculation and the rapacity of the corner grocer.

Actually—although this was not a comforting thought and many people refused to face it—there was only one villain in the picture: the war. There was an inflation in the U.S. after the War of 1812, the Civil War and World War I. The last war, costlier than all the rest, could hardly be an exception. To pay for the war, the government in effect created new money; the amount in checking accounts and in floating currency rose from \$38.6 billion the year before the war to \$109.3 billion last July. Employment rose from 47 million

to the present 60 million; a manpower shortage set in and wages naturally went up. More people worked and made more money than ever before—and there were fewer things to buy. Postwar production, although it has tried mightily, has never been able to catch up with the demand.

Today the U.S. economy is producing 70% more steel, automobiles, radios, refrigerators and nuts and bolts than it did before the war. Its farmers are growing 40% more food. Thus the general living standard is well over prewar levels (*pp.* 32-33). Unfortunately this postwar boom has been accompanied by inevitable postwar inflation which has hurt some Americans (although not the organized groups of left-wing wives who have been screaming loudest). The farmer is the chief beneficiary (*pp.* 34-35), and the union member is next in line. But the white-collar housewife often has to undertake heroic measures to keep up with the grocer (*pp.* 36-37). To the dislocations of high prices there is no answer but time. A new postwar OPA might hide some of the symptoms for a while but would only delay the cure. Closing grain exchanges might drive out a few dangerous speculators but would also drive flour manufacturers crazy. For high prices, as for most of the world's ills, there is no easy remedy.

FARMERS

+155%

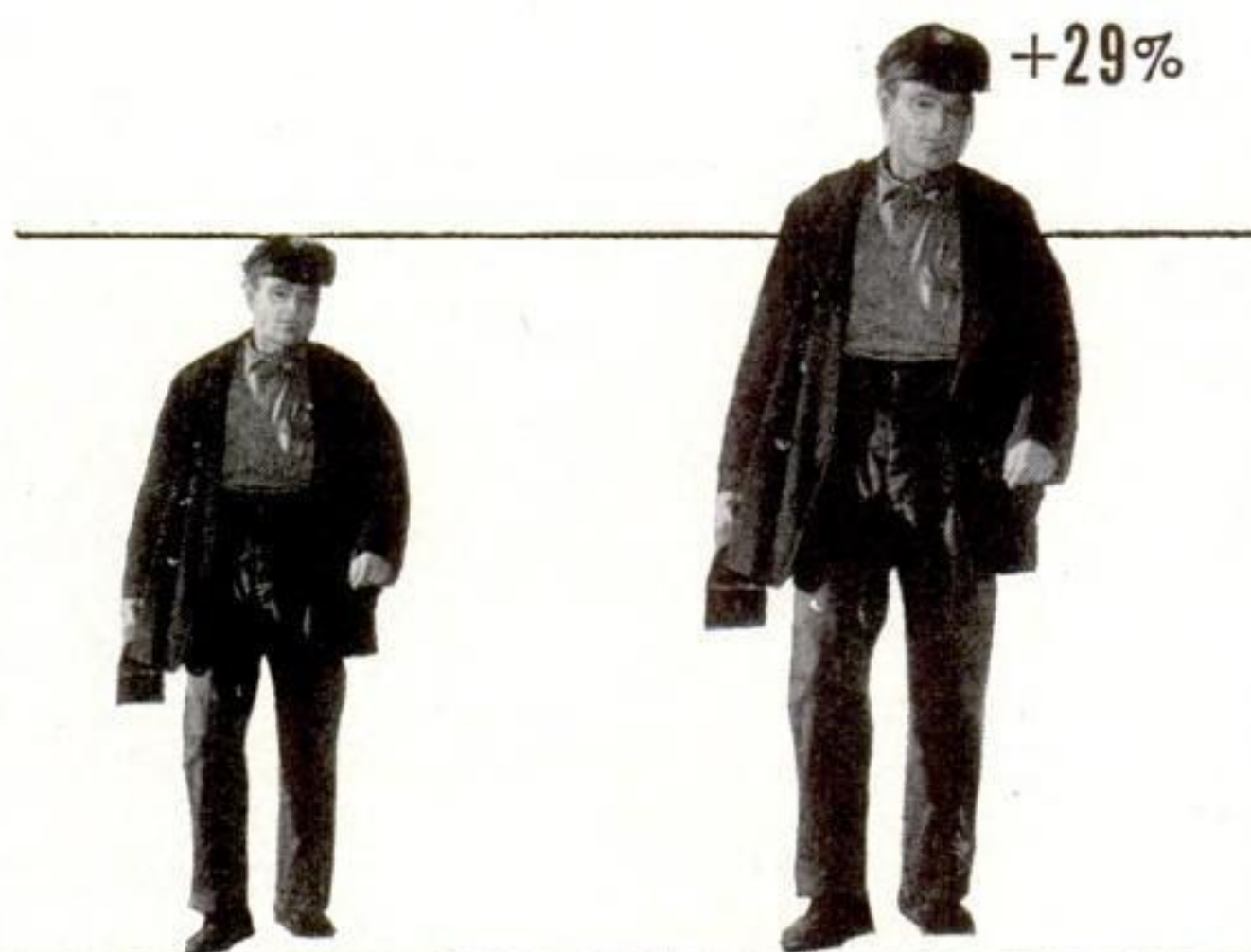


1939

1947

FACTORY WORKERS

+29%

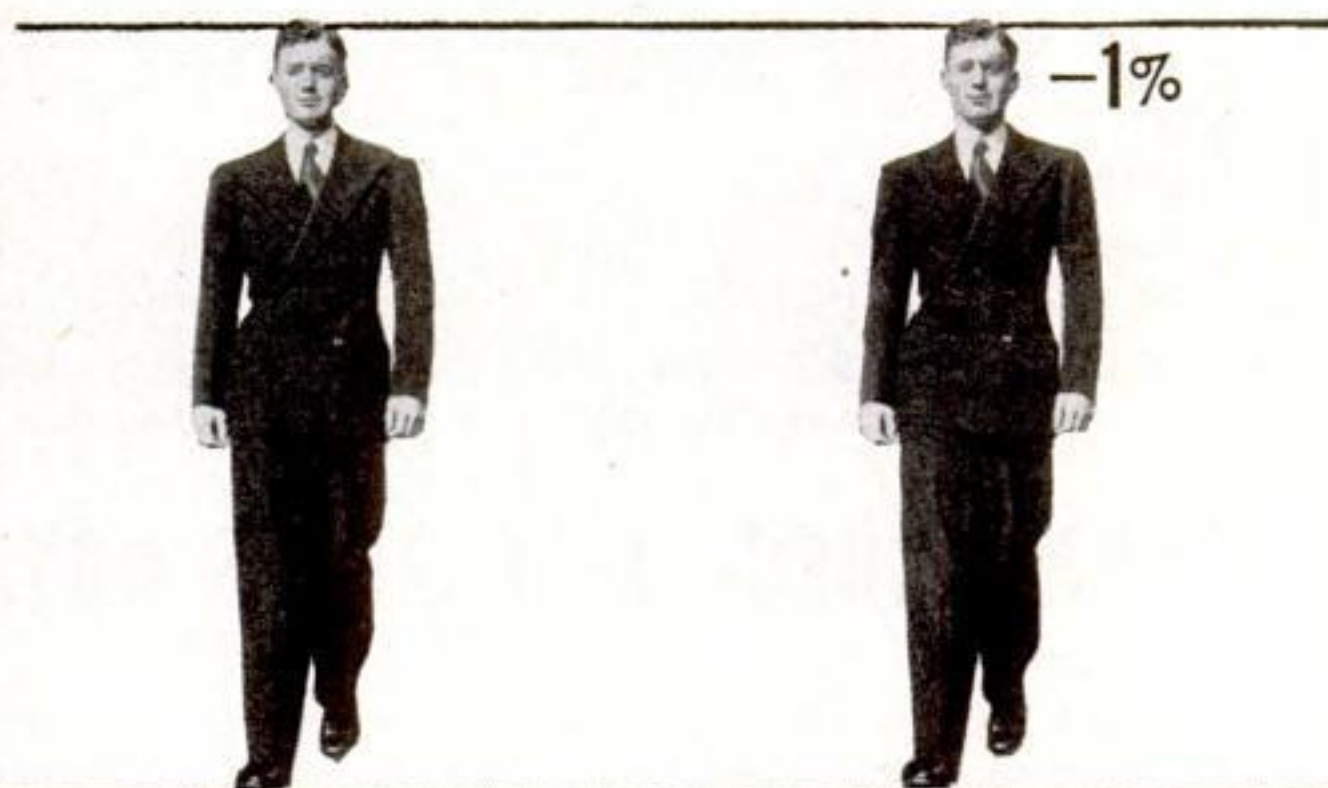


1939

1947

WHITE-COLLAR WORKERS

-1%



1939

1947

INVESTORS

-1%



1939

1947

IN SPITE OF INFLATION, MOST AMERICANS ARE BETTER OFF THAN IN '39

The photographic chart above tells the story of what has happened to various types of U.S. citizens in the postwar inflation. In the paired figures, those on the left represent the purchasing power, before taxes, of the 1939 income of the average farmer, factory worker and white-collar man. The figures on the right represent the purchasing power, before taxes, of the same "average man's" income in the first half of 1947. The figures for the investor contrast the purchasing power of all dividends and interest paid out in the U.S. in 1939 with the purchasing power of all dividends and interest paid out today. U.S. farm

income, which has grown from 4.5 billion in 1939 to an estimated 18 billion this year, has far outstripped the rise in cost of living. The factory worker is also ahead of the game in "real dollars." The average white-collar worker has just about held his own—and it is less fortunate individuals in this class, those who have not had "average" raises, who really feel today's pinch. The investor, when his income taxes are paid, probably has lost most ground of all. But for Americans as a whole, purchasing power is up so much that it is fancier eating habits rather than shortages that create the high price of food (*opposite page*).

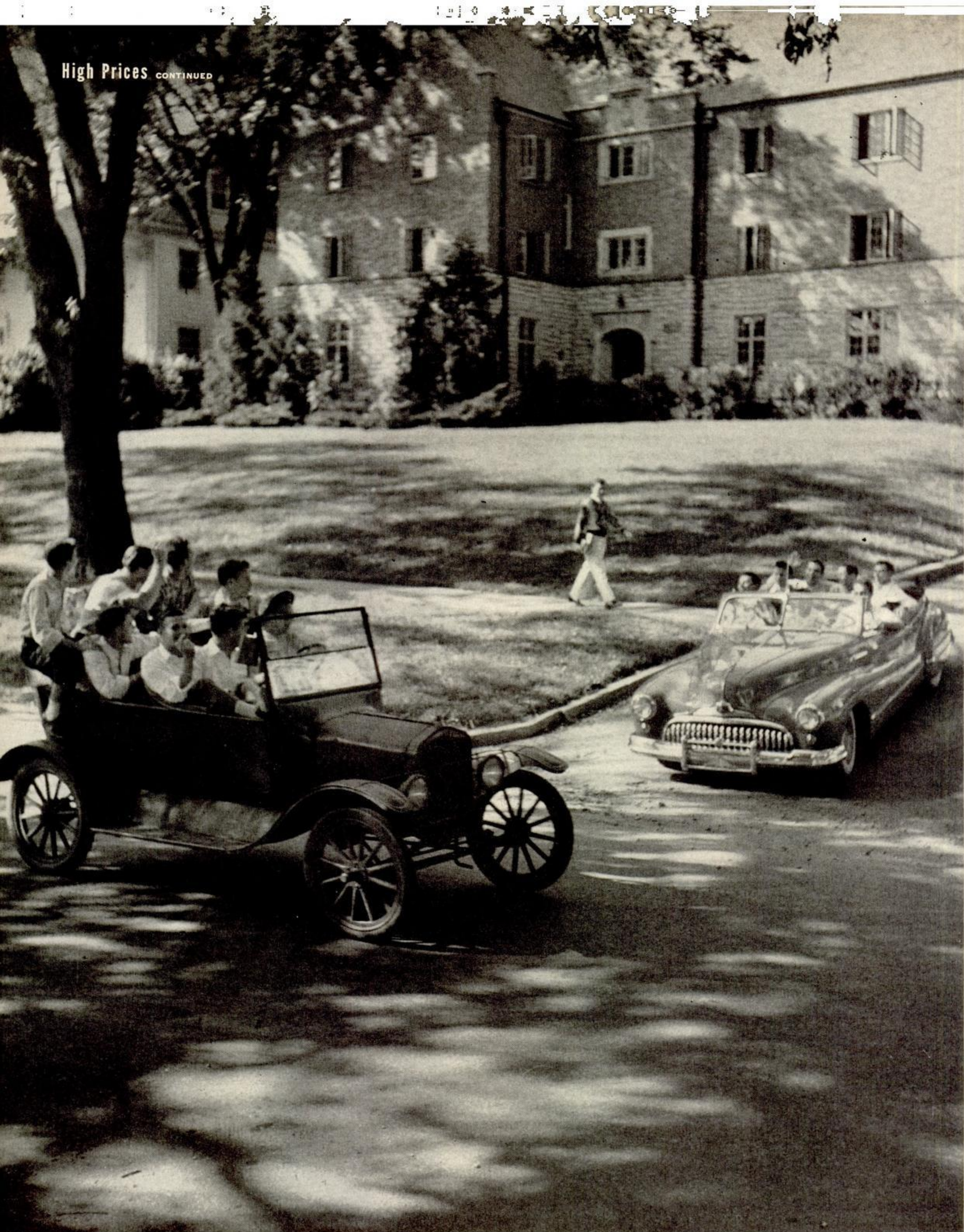
THE AMERICAN FAMILY OF FOUR EATS THIS MUCH MORE FOOD A YEAR THAN IT DID BEFORE THE WAR

IT EATS LESS OF THESE CHEAP OR SCARCE ITEMS



BIGGER FOOD CONSUMPTION in U.S. is shown by these stacks of groceries. The average family of four has added all the items at left to its budget since 1939, in-

cluding 23% more meat, 27% more eggs, 19% more milk. Items at right show the average family's decreased consumption of foods like shortening, butter, tea and potatoes.



FARM-BELT CAMPUS at University of Kansas has been vastly changed by the new gold rush in the wheat

fields. The student jalopy at left is a survival of the old days. The brand-new Buick convertible at right, owned

by a student who paid for it himself from farming earnings, is a much commoner sight on campus these days.



A 1947 FARMER'S DAUGHTER GOES OUT ON A DATE

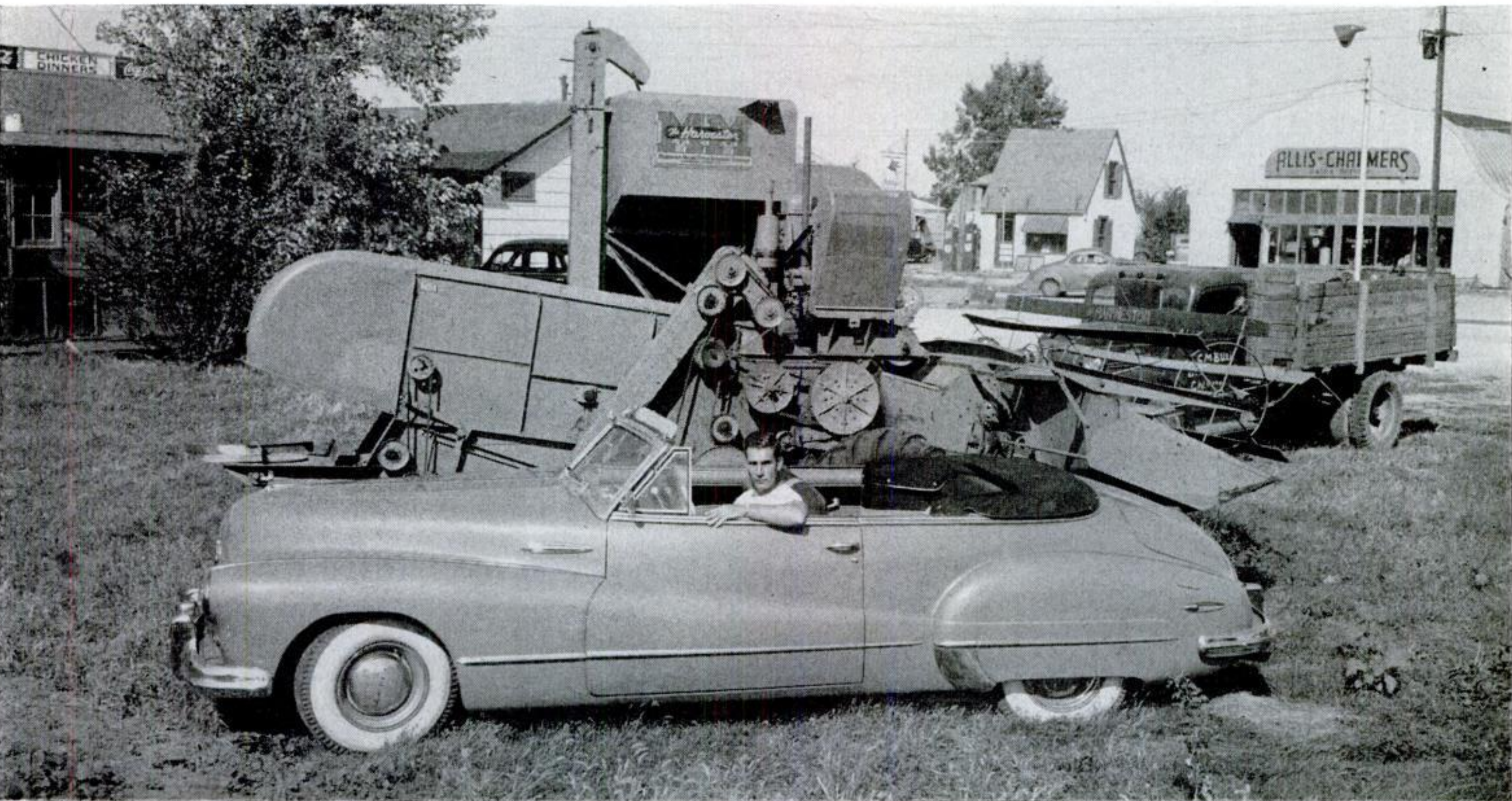
FARMERS HAVE REALLY CASHED IN ON PRICES

As the chart on page 32 shows, the man who has really cashed in on the postwar inflation is the American farmer. Every time the price of wheat or beefsteak goes up another nickel, the farm belt gets another shot of prosperity. Even the amazing \$13.5 billion-a-year increase in farm income does not tell the whole story. In addition most farmers have made a fantastic paper profit—which they can cash in at any time—on the value of their land. Even in Massachusetts, where the increase since the late '30s has been smallest, the value of land is up nearly a third. In 19 states the value has at least doubled and in Kentucky it has nearly tripled. Wages of hired hands have increased from \$35.82 a month in 1939 to \$112 this year. Small-town banks are crowded (*upper right*) and small-town merchants do a boom business in everything from overalls to fur coats. Farmers' daughters drive their own automobiles (*above*) and college campuses in the farm belt look like a Hollywood dream of luxury (*opposite page*).



SMALL-TOWN BANK does boom business as Kansas wheat farmers come to town on Saturday morning. This

bank, one of two of about equal size in Garden City (pop. 6,285), now has deposits totaling more than \$7,500,000.



STUDENT FARMER Kenneth Richardson sits among some of his wealth. He first bought the combine at rear

and another just like it. Then he recruited a crew of his fraternity brothers from the Alpha Tau Omega house and

followed the wheat harvest last summer from Oklahoma to Canada. The vacation profits paid for his automobile.



High Prices CONTINUED



MRS. WILLIAMS SCANS SHOP WINDOW FOR BARGAINS

THIS IS HOW ONE FAMILY EATS ON \$12.50 A WEEK

If all American housewives had the spunk and ingenuity of the woman on this page—Mrs. Hamilton Williams of Atlanta, Ga.—inflation would be less of a swear word. Mrs. Williams, wife of a high-school teacher, allows herself \$12.50 a week to buy all her groceries except milk. On this she manages to feed herself, her husband, her 4-year-old twins and even the family cat (*opposite page*). The job takes considerable doing. Mrs. Williams is an avid student of grocery ads and shop windows (*above*). She limits herself to one shopping expedition a week, at which she weighs every penny against the family's full-week appetite. She serves no meat at lunch and limits her evening entrees to such items as meat loaf, hamburgers and chili. Yet she manages to provide two desserts daily and such frills as cookies for a party (*below*). When she described her budget in the *Atlanta Journal* recently, less enterprising housewives sent in letters of disbelief, and the city's C.I.O. got to work on an official denial that any family could eat so cheaply. But Mrs. Williams, the 1947 heroine of the Battle of the Budget, carried merrily on.

CAREFUL SHOPPING by Mrs. Williams starts with a search through grocery advertisements (*above*). Below: she proudly displays the result of one of her weekly trips to

the stores: \$12.50 worth of purchases which will feed her family of four the next seven days. The wrapped packages in foreground contain the cheapest available cuts of meat.



COOKIE-BAKING for a Parent-Teacher Association party at the twins' school also comes out of the budget.

THE WILLIAMSES' SMALL FOOD BUDGET
INCLUDES SQUARE MEALS FOR THE CAT



THE METHODISTS

THEIR HISTORY, VIRTUES, WEAKNESSES AND EVEN THEOLOGY ARE A KEY TO UNDERSTANDING AMERICA

As a natural consequence of America's new power in the world, there is a new interest (both abroad and at home) in the study of American history, the American character and the nature of American civilization. While no royal road leads to mastery of this subject, a beginner could do worse than to study the Methodist church. As the essay on page 113 shows, Methodism is the largest Protestant sect in a predominantly Protestant nation. In many ways it is our most characteristic church. It is short on theology, long on good works, brilliantly organized, primarily middle-class, frequently bigoted, incurably optimistic, zealously missionary and touchingly confident of the essential goodness of the man next door. It exhibits all the chief American faults and virtues and has done so for 170 years. Methodism's role in America may well suggest the coming pattern of America's impact on the rest of the world.

Think and Let Think

John Wesley and George Whitefield held opposite views on the 18th Century's hottest theological controversy, predestination. But this did not prevent Wesley from working with Whitefield for the glory of God; he agreed to "think and let think." The important question to Wesley and to all Methodists since is not the state of the head but the state of the heart. This proved the ideal formula for Christianizing the hard-living, short-lived people who opened the U.S. frontier.

De Toqueville, who called religion "the first of [America's] political institutions"—meaning the most indispensable—discovered that the Easterners who evangelized the West had patriotic as well as religious motives. One Easterner told him, "It is our interest that the new states should be religious, in order that they may permit us to remain free." The American of the 1830's understood the connection instinctively. He knew, in De Toqueville's phrase, that "Despotism may govern without faith, but liberty cannot."

In the wake of the pioneer and circuit rider came the small town (p. 119). Here, and on the surrounding farms, most U.S. Methodists still live. And here most U.S. congressmen are still elected or defeated. The church prescribed the social atmosphere of these Methodist towns, and many a fugitive knows how stifling it can be. In Herbert Asbury's case even the lotto deck was locked up on Sunday, and cigaret smoking "ranked with adultery, just ahead of murder and theft." As the camp meetings and revivals lost their pristine holy savor, Methodist energy turned to public morals and practical politics. One result was prohibition and the Methodist-founded Anti-Saloon League, whose boss, Wayne B. Wheeler, was the most powerful single lobbyist ever to dictate to Congress.

This era, which also saw ministers in the Ku Klux Klan, was the Gettysburg of Protestant bigotry. "Wheelerism" died with Wheeler, and although the Methodist war on "King Alcohol" goes on, the preferred weapon nowadays is Christian education. Methodists are nothing if not practical. They have changed with the country, and their crusades have more diffuse targets than of yore. At present these crusades

are peace, the social gospel and Protestant unity. All are being conducted in typically Methodist—therefore characteristically American—fashion.

The movement toward church unity, for example, is one which has cost non-Methodist theologians and ecclesiastical experts a great deal of mental sweat. But the Methodist way is to skip such "legalism" and to concentrate on practical intersectorian cooperation, notably through the Federal Council of Churches, whose first president was a Methodist. At the same time the Methodist preacher E. Stanley Jones, a modern circuit rider on a global scale, is carrying the message of church unity direct to laymen of all churches. Tireless preaching, skillful organizing, enthusiastic publicity—if these can win Christian unity from sectarian chaos, the Methodists will deserve the greatest credit. But if it requires intellectual subtlety and theological precision, some other sect will have to do that.

Similarly with their social gospel and desire for peace; the Methodists can be counted on more for zeal than definition. Methodists are sworn foes of poverty no less than of profligacy, and many a Methodist minister has "Christian Socialist" economic views which sometimes slop over into an uncritical softness toward Russia. The Methodists, to be sure, are not the only Protestant church to bear the cross of fellow-traveling. If they have their Dr. Harry Ward, the Baptists have their Louie Newton, the Episcopalians their W. H. Melish and so on. To some extent this softness toward Russia is an expression of Christian pacifism. (The Methodist General Conference supported the U.S. war against Hitler by only one vote.) But it is also accompanied by an interesting recrudescence of anti-Catholic feeling—a tendency to "scapegoat" the Vatican for whatever necessities of U.S. foreign policy the Protestant ministers don't like. Thus anyone who thinks of a U.S. holy war against atheist Russia need not look for leadership to the Methodists. On doctrinal questions of that kind they are much more likely to skip the point.

Yea

The main characteristic of the American Methodist, despite his occasional prejudices, is his friendliness, optimism and practicality. His creed is as innocent of fatalism as any creed in the world. The Methodist hell, especially as described by the early revivalists, is a grim place; but no one need go there who has not perversely and voluntarily sinned against known laws. Salvation is free, if you feel it you've got it; it is both personal and communal, not unlike American jazz. Evil? Evil is as objective as hunger, as visible as a saloon, and will yield to direct attack. The Methodist is a yea-sayer. His favorite word is "vitality"; it is the touchstone of his faith.

The vulnerable point of American Methodism is the vulnerable point of American civilization; its truth is perhaps too closely related to outward signs of health. It sustains men well in fellowship, but is less sustaining to the lonely hero, mystic, martyr or artist. Its truth can clear the world's slums as it cleared the American wilderness, but without guaranteeing that what replaces them will be less drab. And the

strong point of Methodism is also an American strength; since the condition of men everywhere so obviously needs improvement, let us lend our God-given skill and energy, singing, to the job.

It is easy to belittle the simplified theology of the Methodists, just as it is easy to belabor the materialism of American life. But the Methodist creed and the American credo have one thing in common which goes very deep indeed, and which sets both apart from older faiths and cultures, including the European. Europe's faith, as a recent essay by W. H. Auden puts it, involves the proposition that virtue is prior to liberty: you must do and think right, by free choice if possible, but in any case you *must* do and think right. The American proposition is that liberty is prior to virtue: it is better to choose wrong than to have right chosen for you, since freedom of choice "is the human prerequisite without which virtue and vice have no meaning."

A Gospel of Freedom

John Wesley held the latter view. "Opinion is not religion," he said, "not even right opinion." His doctrinal tolerance came from his overriding attachment to freedom of choice. This attachment, embedded in the U.S. Constitution, has grown common among all Protestant sects; they still evangelize each other from time to time, but they really believe in each other's right to existence. Indeed Protestants are now leading "the interfaith approach"—i.e., collaboration with Moslems, Buddhists and other heathen.

If this daring gospel of freedom seems to invite the dilution of their own faith, the Methodists have always taken that chance. Their reliance is on the essential goodness of every human heart. And if this reliance proves misplaced, it is a very American failing. In religion at least, we are still a naive and trusting people. Although we flaunt our dollars and institutionalize our prejudices, our real intention, as we go about the world, is to do good. As in De Toqueville's day, the connection between religion and patriotism in the U.S. is still a close one.

More important than what we do, however, is the proviso and assumption of all we do; namely, that good can come only from the free choice and effort of free men. Those who fear our impact should read it in this Methodist light. We are incapable of imposing our beliefs on others, because if others do not choose them freely they are not beliefs. Freedom means a great deal more than free enterprise to an American. It is the underpinning of everything we know.

PICTURE OF THE WEEK: ➔

Passengers aboard airliners bound for New York City on Oct. 31 got a nasty shock: La Guardia Field had disappeared. The immense hangars, the Administration Building and two runways were visible, but elsewhere there was only a choppy sea dotted with stranded airplanes and rimmed by driftwood. Some 30 flights were diverted to Newark and 78 more were canceled. Next day, the brisk nor'easter that had sent Long Island Sound rolling over the field subsided and La Guardia re-emerged.

A NOR'EASTER SWEEPS ACROSS LONG ISLAND SOUND
AND TURNS LA GUARDIA FIELD INTO A CHOPPY SEA





AT THE AIR SHOW THE GOVERNOR DRAPES HIS FEET COMFORTABLY OVER RAIL

"KISSIN' JIM'S"

Alabama's Governor Folsom attends Texas festival

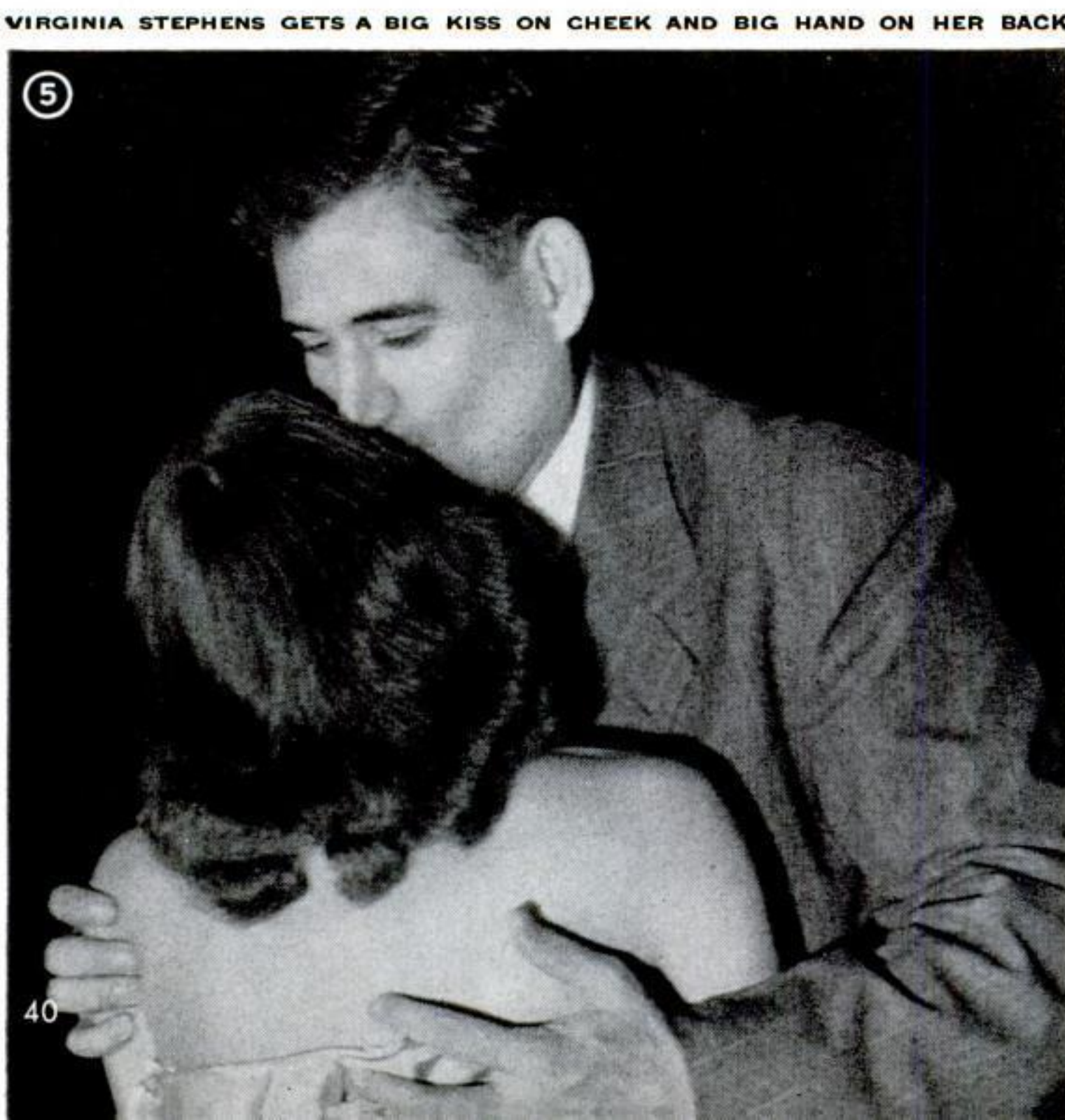
Of all the 48 U.S. governors none is so fond of relaxation as "Big Jim" Folsom of Alabama. Since his election last year constituents have observed with mixed wonderment and embarrassment his ability to shed gubernatorial dignity at the pop of a cork or the appearance of a pretty female. In September when the enthusiastic citizens of little Harlingen, Texas asked him to be guest of honor at a three-day celebration called "Air Day in Texas," Big Jim was right in character when he added to his acceptance, "Tell Governor Jester that I want a date with the prettiest girl in Texas." Governor Jester obligingly chose red-haired Del Bradford, currently reigning as "Sweetheart of the University of Texas," as Big Jim's official date and Harlingen awaited its big moment. It came shortly after noon of Oct. 25 when an airliner swooped out of the sky and rolled to a stop at the airport. When Big Jim extended his relaxed leg from the plane, he missed the steps and tumbled into the arms of John Van Cronkhite, director of



FIRST KISS GOES TO MISS LYNN McCLAIN, WHO WAS THIS YEAR'S MISS TEXAS



ANOTHER KISS IS AWARDED DRUM MAJORETTE WHO PASSED TOO NEAR HIS BOX



VIRGINIA STEPHENS GETS A BIG KISS ON CHEEK AND BIG HAND ON HER BACK



BETTY JO KNOX PERCHES ON THE GOVERNOR'S LAP FOR PECK ON THE NECK

BUSY WEEKEND

and every pretty girl in sight knows he is there

the celebration. Big Jim's "blind date" was not in evidence, but honey-haired Lynn McClain was. Miss McClain quickly found herself locked in the governor's massive arms (*far left, center*) her feet dangling helplessly. From then on few kissable females escaped Kissin' Jim's eager arms. But the Air Day committee had less fun. The Alabama governor passed up the opening-day cocktail party for notables in favor of a noisy impromptu one of his own in his hotel suite. He arrived during the meat course of an official dinner, refused to take his seat at the speakers' table and left in 10 minutes after wolfing a steak from a table near the door. At 9:30 that evening, a half hour after he was scheduled to appear at the airport as judge of a beauty contest, Air Day committee members had to get into his room with a passkey to awaken him from a sound sleep. Next morning, just before his departure, Big Jim topped his breakfast with a bottle of beer. "Only thing better than beer," he loudly confided, "is whisky."



AT BEAUTY CONTEST, WHICH HE ALMOST MISSED, HE IS "ADVISER" TO JUDGES



IN THE BACK SEAT OF THE OFFICIAL CAR MISS TEXAS RECEIVES ANOTHER BUSS

LONG EMBRACE IS "REWARD" FOR MISS BROWNSVILLE AT THE BEAUTY CONTEST



A FATHERLY KISS ON THE BROW BRINGS FRIENDLY LAUGH FROM MISS HOUSTON

FINALLY, ON LAST DAY, GOVERNOR KISSES HIS INTENDED DATE, DEL BRADFORD





COMMUNIST ORATOR Mayor Gillot of Paris suburb, St. Denis, mounts a lamppost (above) across the street from anti-Red meeting hall, to denounce "this insult" to Soviet Union. Below, his excited followers smash at line of grim-faced guards standing at entrance to meeting place.



AS SINGING, SHOUTING CROWDS PRESS FORWARD, POLICE IN CAPS ARE

FRENCH COMMUNISTS

Reds and police clash in a savage street riot

The vague revolutionary promise of action "at the barricades" became an ominous reality in Paris last week. Singing the *Internationale* and shouting, "Hang de Gaulle!" some 10,000 French Communists fought their way through wooden barricades (lower right) erected to protect an anti-Communist meeting in the Salle Wagram. They were met by armed policemen and helmeted members of the Garde Mobile (above). In the fierce rioting that followed more than 300 persons, 57 of them policemen, were injured.

No one fired a shot, but for a few frightening hours France was not much further away than one or two rifle shots from civil war. Although



CAMERAMEN ARE CLUBBED by angry police when they try valiantly to photograph the riot from a vantage point on top of a vehicle.



AIDED BY HELMETED FORCES OF PARIS' FAMED, TOUGH GARDE MOBILE

AT THE BARRICADES

as France drifts dangerously toward civil war

the anti-Red meeting that provoked the Communist march was not sponsored by General Charles de Gaulle, the stern action of the police reflected his recent successes at the polls. It also indicated a growing Communist tendency to regard de Gaulle's victory as a challenge to abandon passive resistance.

In the French Assembly, Premier Ramadier, his coalition collapsing, cried, "There are men who think there must be two camps. But I say that will mean civil war and the ruin of France!" It might well mean one or both. But the only agreement between de Gaulle and the Communists was their opposition to Ramadier's middle-of-the-road regime.



CAMERAMEN COMPARE WOUNDS after being brutally clubbed. Charles Meunier (second from left), newsreel photographer, was bloodiest.



A WOMAN IS HIT on the head (above) by a policeman during the riot. Below, a man falls and is trampled as Communists break up the barricades to use as clubs. They also fought with paving blocks and iron grills ripped from nearby park. The police used nightsticks but not their guns.





FAKE ACCIDENT PICTURE, POSED FOR ARTICLE, "IS MISSOURI GOING MAD AT THE WHEEL?" HAD BODIES STREWED ON ROADSIDE, CAR WITH LICENSE NUMBER 151-611

↶ FUNNY STUNT: UNFUNNY SEQUEL ➔

The unseemly display of humanity above was carefully arranged last month by the editors of *Showme*, the student humor magazine of the University of Missouri. The editors were preparing a supposedly funny article about "the menace of convertibles" and a supposedly hilarious stunt picture to be captioned, "Some drivers are inclined to leave a mess."

For the stunt the editors asked a Baltimore, Md. journalism student named Frank Lambie for some help. Lambie got a big laugh out of the idea,

gleefully helped distribute the "corpses" for the picture. He also furnished his own convertible and posed as the driver.

One week later Lambie was again at the wheel of his car, driving along a highway eight miles from the campus. Suddenly the car snagged the shoulder of the highway. It smashed through a guardrail and toppled down an embankment (left). Lambie was thrown clear, but he suffered six broken ribs, a broken shoulder, a punctured right lung and a completely shattered sense of humor.



REAL ACCIDENT PICTURE was taken a week later when police found same car wrecked (license 151-611).



NOT LONG AGO the American homemaker discovered a most unusual package at her grocer's. This new product—Apple **PYEQUICK**—contains both the pastry

and the apple slices, and makes it easy to turn out perfect apple pies in less than half the usual mixing time. For once that old saying, "Easy as pie," makes sense.

Who says jobs don't grow on trees?

You are looking at a job growing on a tree, for that big red apple up there is the apple in Apple **PYEQUICK**.

This new time-saving way to make apple pie has already won a lot of friends—the apple grower out in Washington, the men and women in our Chicago plant who process and pack **PYEQUICK**, and the corner grocer who brings it so conveniently to you.

That's the nice thing about bringing out a new product—so many people benefit from it.

The farmer benefits because it helps him sell more of the things he raises. Last year we paid close to \$312 million for the

materials and services of farmers and other suppliers.

The worker benefits because it helps make more jobs at higher pay. During the last ten years, new product development helped to add 5,000 people to our payroll.

The stockholder benefits, too, because it helps his company earn a reasonable profit. Last year our earnings were about 2½¢ on each dollar of sales.

More new products like **PYEQUICK** are on the way. With them will come new jobs, new markets for the farmer, and new things for you to make your homemaking easier.





True to Tradition

RICH, HEARTY FLAVOR is a tradition with Paul Jones. Its unvarying excellence has made this whiskey a favorite down through the years. And Paul Jones is still made in the slow, old-fashioned way—to give your drinks a traditionally fine flavor!

*Fine Blended Whiskey. 86 Proof. 72½% grain neutral spirits.
Frankfort Distillers Corporation, New York City.*

Paul Jones
FIRST OF ALL... FOR FLAVOR!



AMONG BACK-ROW SPECTATORS, HOLLYWOOD'S GLAMOUR GROUP STRAINS FOR A BETTER VIEW. FROM LEFT ARE KAYE, JUNE HAVOC, BOGART, BACALL (SITTING)

THE MOVIE HEARING ENDS

Result: 10 contempt charges, countless autographs

The House Un-American Affairs Committee's investigation of Hollywood (LIFE, Nov. 3) came to sudden adjournment last week in a great burst of big names and vast confusion. The big names were provided by a group of movie stars, headed by Humphrey Bogart and his wife Lauren Bacall, called the "Hollywood Committee for the First Amendment." They descended on Washington by plane, breathlessly watched the hearings (above), signed innumerable autographs and told everybody who would listen (p. 48) that they thought the Thomas committee was violating civil rights. The confusion was contributed by 10 producers and writers, including \$100,000-a-year-men Dalton Trumbo and John Howard Lawson (p. 50), whom the committee accused of carrying Communist party cards. Each of the two was asked point-blank if he was a Communist. Each evaded the question with a great show of indignation and statement-reading. Each in turn was cited for contempt and ordered off the stand. Their aim: a Supreme Court ruling on the right of a congressional committee to make a Communist identify himself as such.



AT LOS ANGELES AIRPORT WELL-WISHERS WATCH THE GLAMOUR GROUP DEPART



In the time it takes to
slap cream on your face...

(In an instant, right in the cup . . .)

You can make a cup of
rich, full-bodied coffee...

(You never tasted finer, richer coffee)



that can't keep you awake!

(It can't, even though you're affected by
caffeine! It's 97% caffeine-free!)

new



**INSTANT SANKA
COFFEE** { All coffee
Real coffee
Finest coffee

The only instant coffee that's caffeine-free!

Drink it and sleep!

A Product
of
General Foods

Movie Hearing CONTINUED



PETITION TO CONGRESS, first thing a political pressure group needs, is drawn up by the Hollywood pilgrims' Richard Conte, Bogart and Bacall.



PRESS CONFERENCE, next step in routine, is held by Bogart with Washington Correspondent May Craig. Bogart admitted, "As politicians we stink."



AUTOGRAPHS, a somewhat unusual step in matters of state but the one which Washington audience liked best, are handed out by Actor John Garfield.

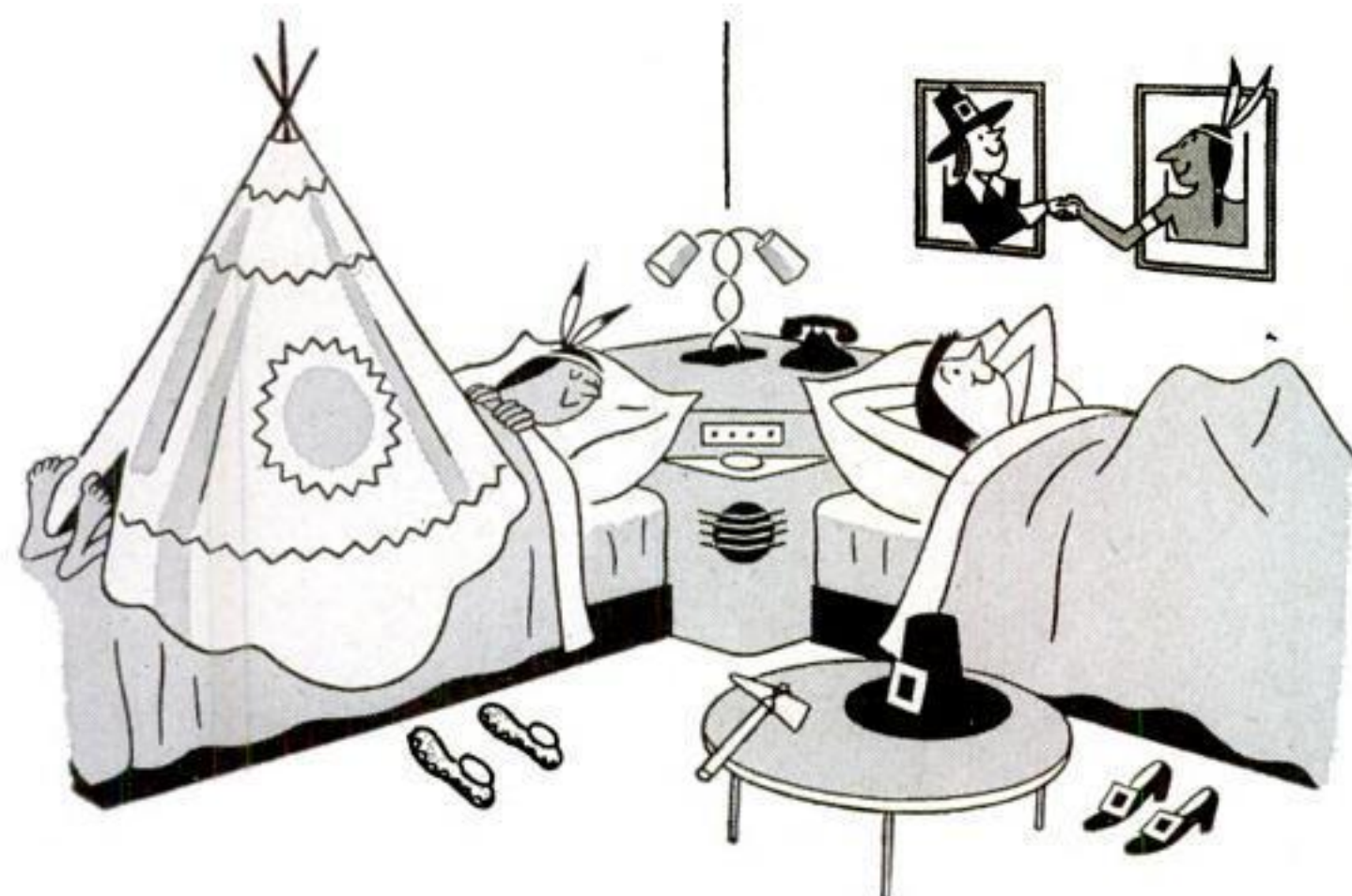
CONTINUED ON PAGE 50



1. Pilgrim Pete, the Puritan, plunged in the Statler's door.
He cried: "I've dodged this Indian since Sixteen-Twenty-Four;
But when Thanksgiving rolls around we take our yearly rest,
And celebrate at Statler, where you really *are* a guest."



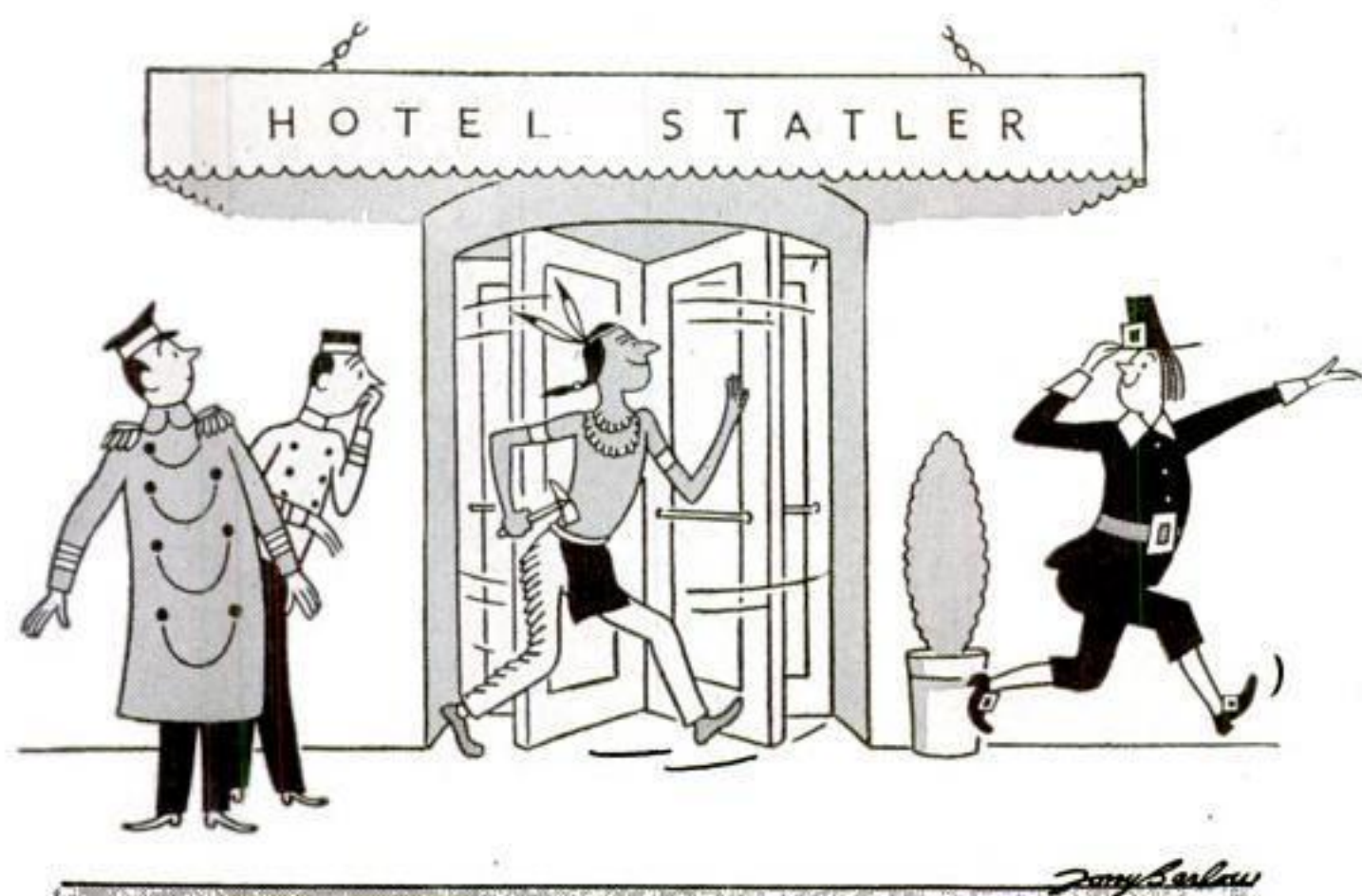
2. "The Statler meals are always swell, the chefs all get my blessing,
I can't resist the pumpkin pies, the turkey, or the dressing;
The Statler harvest sure was good," said Pete, the Pilgrim, grinning.
The Indian simply muttered, "Ugh . . . excuse me . . . I'm beginning!"



3. "You moderns know the trick," said Pete, "of making life worth living.
Each year I find the Statler bed a cause for real thanksgiving;
Eight hundred built-in springs and more induce a slumber deep."
"Ugh, Ugh," remarked the Indian, "shut up . . . I want to sleep."



4. "Let us give thanks for Statler's bath," said soaking Pilgrim Pete.
"And thanks for floods of water hot that keep me clean and neat,
And thanks for stacks of snowy towels, and thanks for lots of soap."
"Ugh," said the red man, "my turn now . . . I hope, I hope, I hope!"



5. "How handy for the businessman is Statler's spot," said Pete.
"With business district, shows, and shops just up and down the street.
But here comes Tomahawk again, I must be running now . . .
It was a *swell* Thanksgiving!" And the red man cried, "AND HOW!"



HOTELS STATLER IN **BOSTON • BUFFALO • CLEVELAND**
DETROIT • ST. LOUIS • WASHINGTON

STATLER-OPERATED **HOTEL PENNSYLVANIA** **HOTEL WILLIAM PENN**
NEW YORK **PITTSBURGH**

P. S. Here's a tip for your trip! Try to plan your visit to a Statler for Friday, Saturday, or Sunday—that's when you'll have the best chance of getting the kind of accommodations you want!

BY APPOINTMENT TO H. M. KING GEORGE VI • SCOTCH WHISKY DISTILLERS • WM. SANDERSON & SON, LTD.



VAT 69

—from Scotland to every corner of the world



—preferred the world over because "Quality Tells"

PARK & TILFORD IMPORT CORP., NEW YORK, N. Y.
BLENDED SCOTCH WHISKY • 86.8 PROOF

Movie Hearing CONTINUED

THIS IS WHAT VISITING STARS SAW



LAST WORDS are shouted into microphone by Writer Dalton Trumbo as he is forced to leave stand. Accused by committee of holding Communist card No. 47,187, he yelled, "This is the beginning of American concentration camps."



LOOSE TROUSERS are hitched up by Writer John Howard Lawson (*Algiers, Sahara*), as he leaves stand. Accused of holding card No. 47,275 and asked point-blank if he was a Communist, Lawson created a scene. So did nine others.



SMOKE SCREEN is thrown up by cigar of German-born Writer Berthold Brecht, an acquaintance of Communist Gerhard Eisler. His thick accent mystified the committee, which excused him after he denied being a party member.

FOR THE 1 MAN IN 7 WHO SHAVES DAILY

★
A SPECIAL PREPARATION
FOR SHAVING

★
NO BRUSH

Modern life demands at least 1 man in 7 shave *every day*—yet daily shaving often causes razor scrape, irritation. To help men solve this problem, we perfected Glider, a rich soothing cream.

Glider *protects* your face while you shave. It enables the razor's sharp edge to glide over your skin, cutting whiskers close and clean *without scraping or irritating*. It's quick and easy to use. It needs no brush—and it's not sticky or greasy.

SEND FOR GUEST-SIZE TUBE

Get Glider at your regular dealer's. Or send us your name and address with ten cents—and we'll mail you a guest-size tube, enough for three full weeks. The J. B. Williams Co., Dept. LG-23, Glastonbury, Conn., U. S. A. (Canada: Ville La Salle, Que.) Offer good in U. S. A. and Canada only.

Ernest B. Hurlburt
PRESIDENT



PATENTED FILTER
WHIRLCLEANS

WHIRLCOOLS
Your Smoke

MEDICO
FILTERED
SMOKING

Frank Medico pipes have the replaceable filter that

- absorbs juices
- collects flakes and slugs
- reduces tongue bite

Only these patented filters have the 66 baffles that whirl smoke cleaner and cooler into your mouth. Replace filter when discolored.

Frank Medico V.F.Q. (Very Fine Quality)

Bowls of rich-grained beauty. Wide variety of shapes. With 10 filters. . . . \$2

Frank Medico Standard Quality, still . . . \$1

S. M. FRANK & CO., INC., NEW YORK 22



There's **magi***c* in the Weather Eye!



This is you driving a Nash—in *zero weather!*

No coats, no gloves. Yet you are as cozy as though you were sitting at home.

Windows are closed to the top. Yet the air you enjoy is sparkling fresh and clean—changed every second without a whisper of a draft. The smoke of your cigar mysteriously disappears. No stuffy air, no foggy windshield, no danger of monoxide fumes! And no matter how cold it gets, the temperature inside a Nash remains the same—*automatically*.

In blizzards, in rain-storms, in dust-storms, in *all* weather—the Nash Weather-Eye Conditioned Air System guards your comfort and health. It was in-

vented by Nash, perfected by Nash—and you won't find it in any other car at any price.

And it is only one of the amazing, incredible engineering features that you find in a Nash "600." More than 25 miles on a gallon of gas, at average highway speed! Larger interiors . . . single unit body and frame, welded rattle-proof construction . . . the cradled ride of coil springs on all four wheels!

In any type of driving, in any kind of weather, you'll see the difference in a Nash. There's a new kind of automobile dealer in America today. There's where you'll find the great new Nash "600" and Nash Ambassador.



Product of Nash research and engineering, new Unitized body-frame construction sets the pattern for tomorrow. Built a new way, with frame and body *welded* into a single steel-girdered unit, it is lighter and immeasurably stronger. 8000 spot welds eliminate noise-making joints.

YOU'LL BE AHEAD WITH **Nash** GREAT CARS SINCE 1902
Nash Motors Division, Nash-Kelvinator Corporation, Detroit



Copyright 1947, Hunt Foods, Inc.

The peachiest peaches you ever fed your man!

HAND PICKED

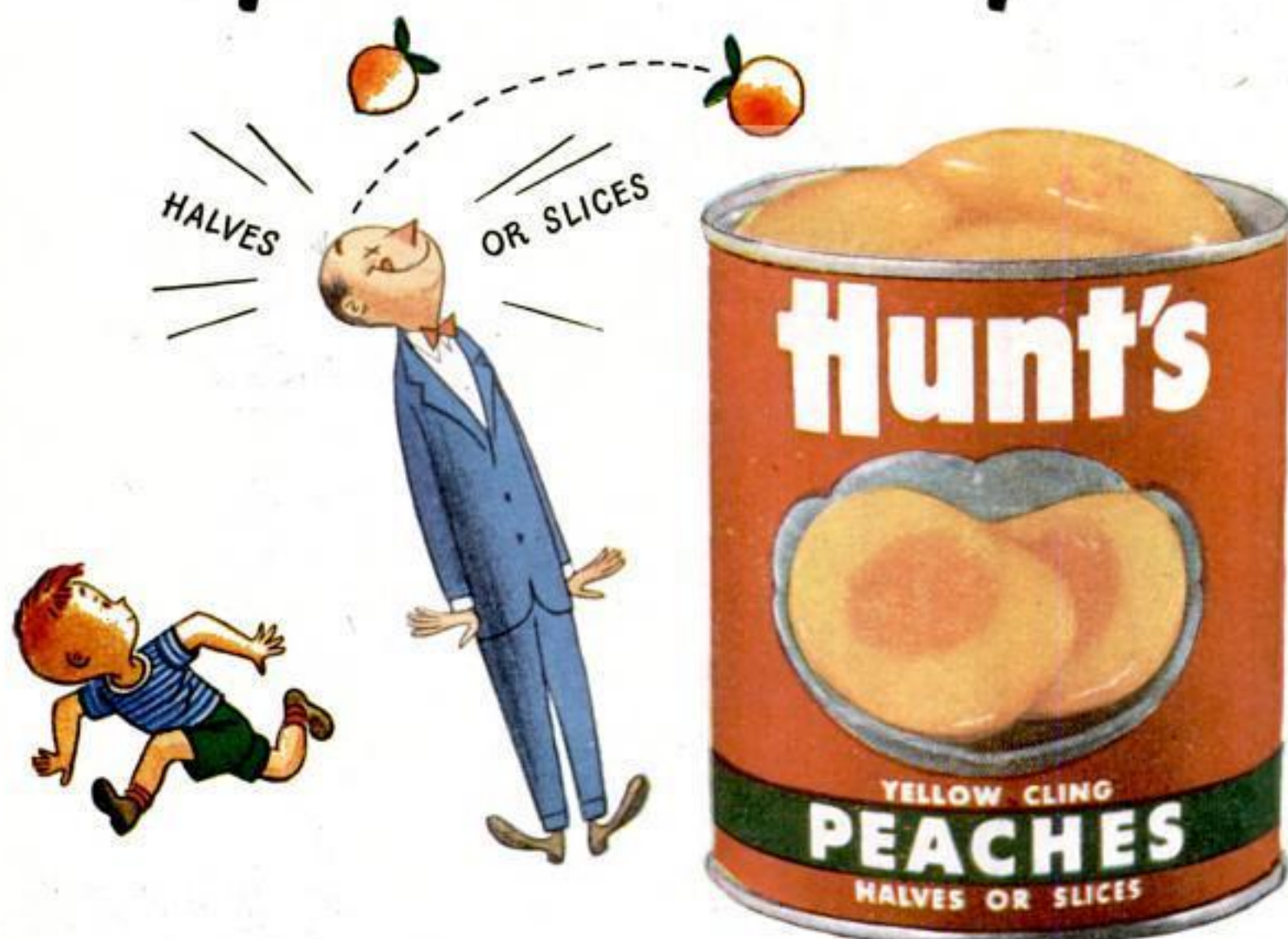
...in sun-drenched California orchards. Rushed while luscious and juicy to Hunt's nearby canning kitchens.

HEAVY SYRUP

...yes, Hunt's peaches are packed *only* in heavy sugar syrup. Ummm! What flavor *that* brings out! Yet your grocer sells both halves and slices at *popular* prices.

JUST TASTE 'EM

...chilled for breakfast or dessert. For "company" serve Hunt's peaches with ice cream. Or make a heavenly peach cobbler, upside-down cake, pie, or tarts. Say! Hunt's are the peachiest peaches served *any* way! Look for the Hunt red label!



Hunt-for the best

in peaches and other fruits: Pears, Apricots, Fruit Salad, Fruit Cocktail, Cherries, Berries.

Made by Hunt Foods, Inc., Los Angeles, California • Makers of Hunt's Tomato Sauce -- that famous California cooking sauce

Copyrighted material



SKELETONS OF THREE PREHISTORIC LAKE FISH THAT LOOK VERY MUCH LIKE THE PRESENT-DAY SUNFISH ARE FOUND IMBEDDED IN SHALE IN THE WYOMING HILLS

WYOMING'S FOSSIL FISH

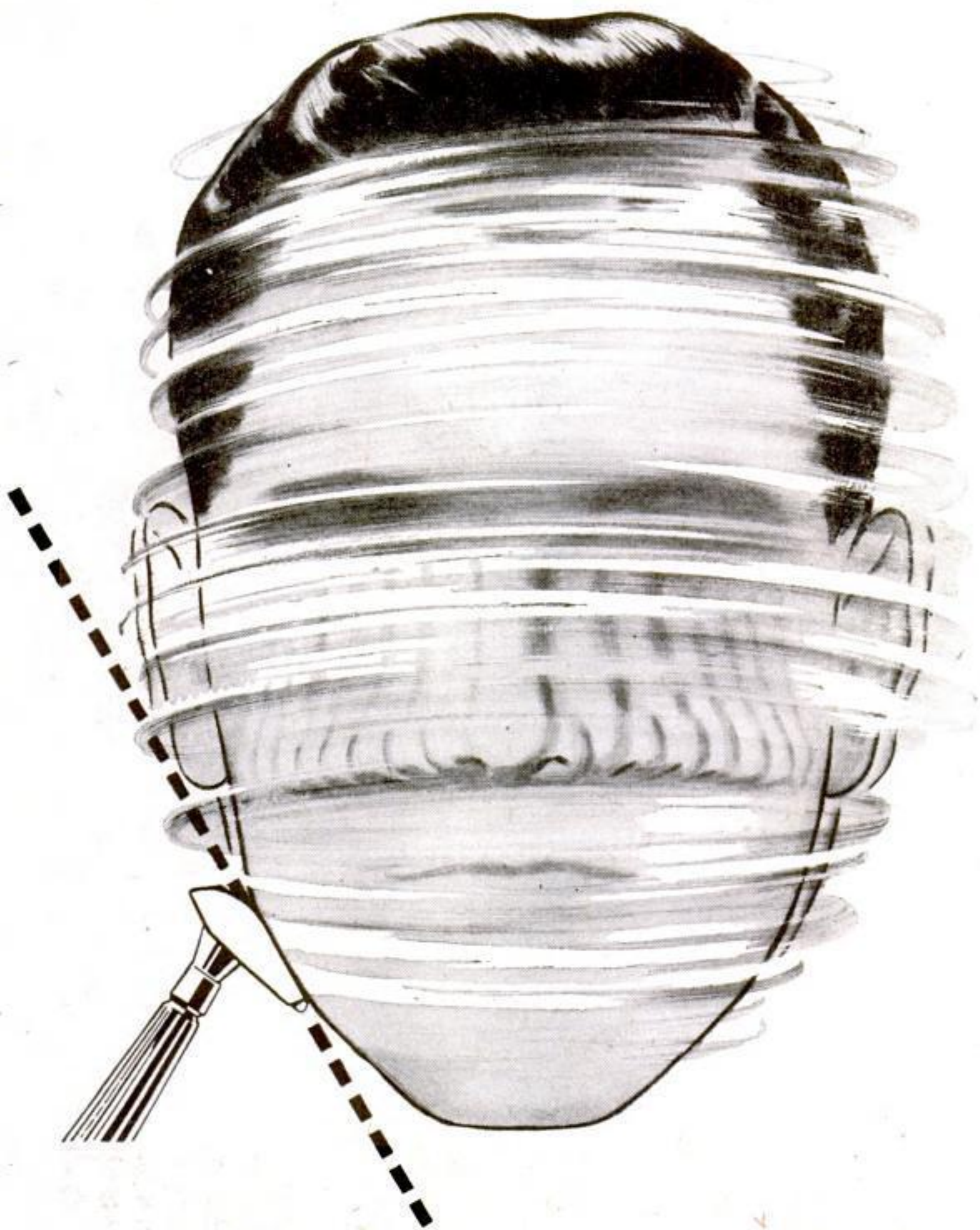
Like a sentimental girl pressing a rose in a book of poetry, the great inland lakes left their traces pressed in rock when they subsided from the American continent an estimated 40 million years ago. Some of these traces can still be seen in the hills of Wyoming, Utah, Idaho and Nevada, where fossil fish, the skeletonized remains of marine life, are firmly imprinted on the shale.

The fish, sealed away by nature, were carried upward as the Rocky Mountains rose, until now some of the fossils are 7,000 feet above sea level. In Wyoming's hills there are especially good remains of the ancient fish (*above*). Near the town

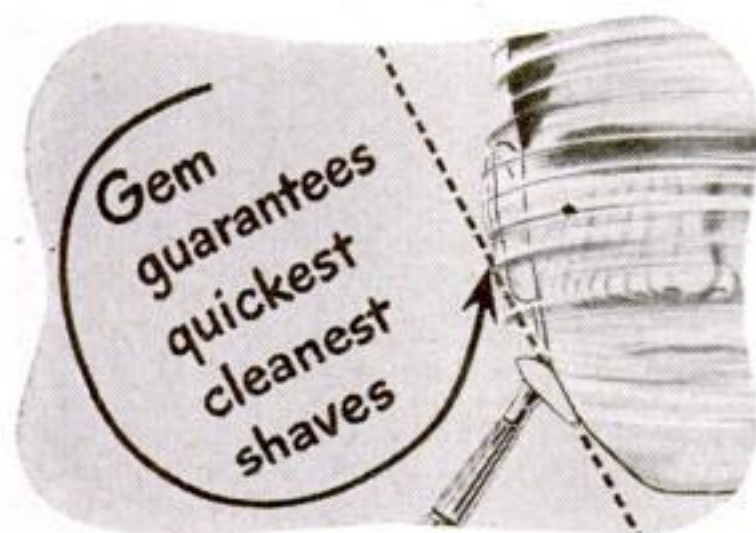
of Fossil, not far from U.S. Highway 30, they are imbedded in hundreds of slabs of rocks strewn along the slopes. Getting them out, however, requires some skill in breaking up the rocks. The slabs must first be split in half (*right*) by a wedge; like opening an oyster shell. Then sharp knives and specially designed tools are used to uncover the fossil. To the tourist who sees them exhibited on the roadside, the fish skeletons make attractive patterns. But to geologists and economists worried about America's fast dwindling oil stocks they are considerably more interesting. For where fish fossils are found oil is frequently found too.



ROCK SLAB, split in half, contains the specimen of prehistoric fish which looked like the modern pickerel.



even when you're in a whirl...



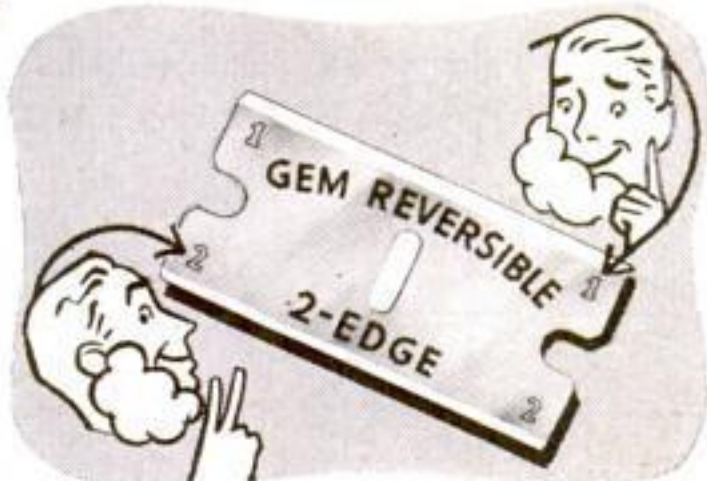
1. Late? Gotta rush? Gotta shave fast? Man—you'll appreciate a Gem! For Gem finds your one best shaving angle—*instantly—automatically!*



2. Simply shave with Gem's 'Guiding Eye' flat against your face. Blade *automatically 'sets'* for quickest, cleanest, most comfortable shaves.



3. Blade changing's a cinch, too! *Twist*, Gem opens! *Twist*, it closes! Use Gem Singledge Blades, or ...



4. Gem 2-Edge Reversibles with 2—yes, *two*—keen, clean numbered edges! Either style 5 for 25¢.

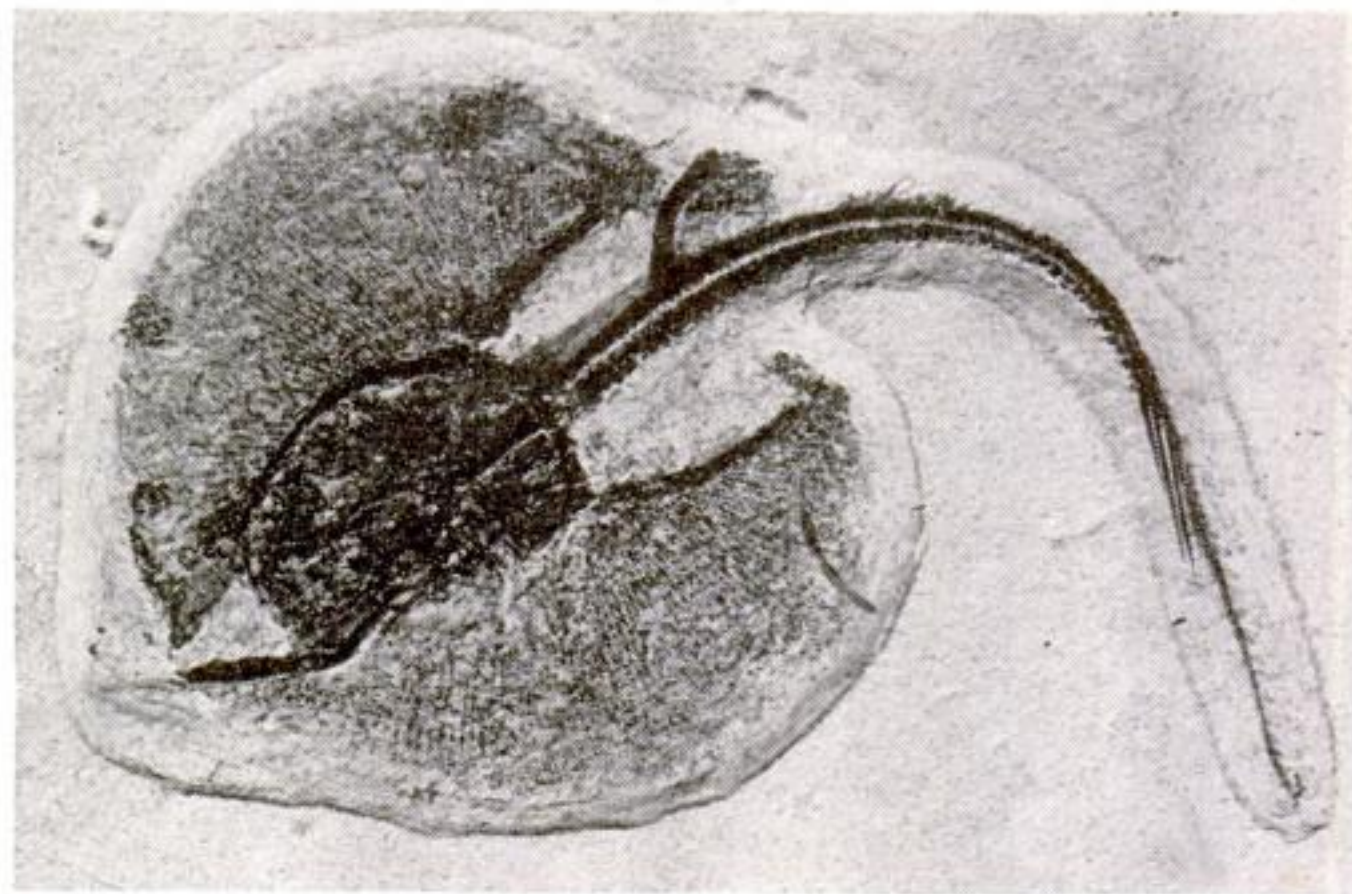
REMEMBER: Gem must give you the quickest, cleanest, most comfortable shaves you ever had—or MONEY BACK!



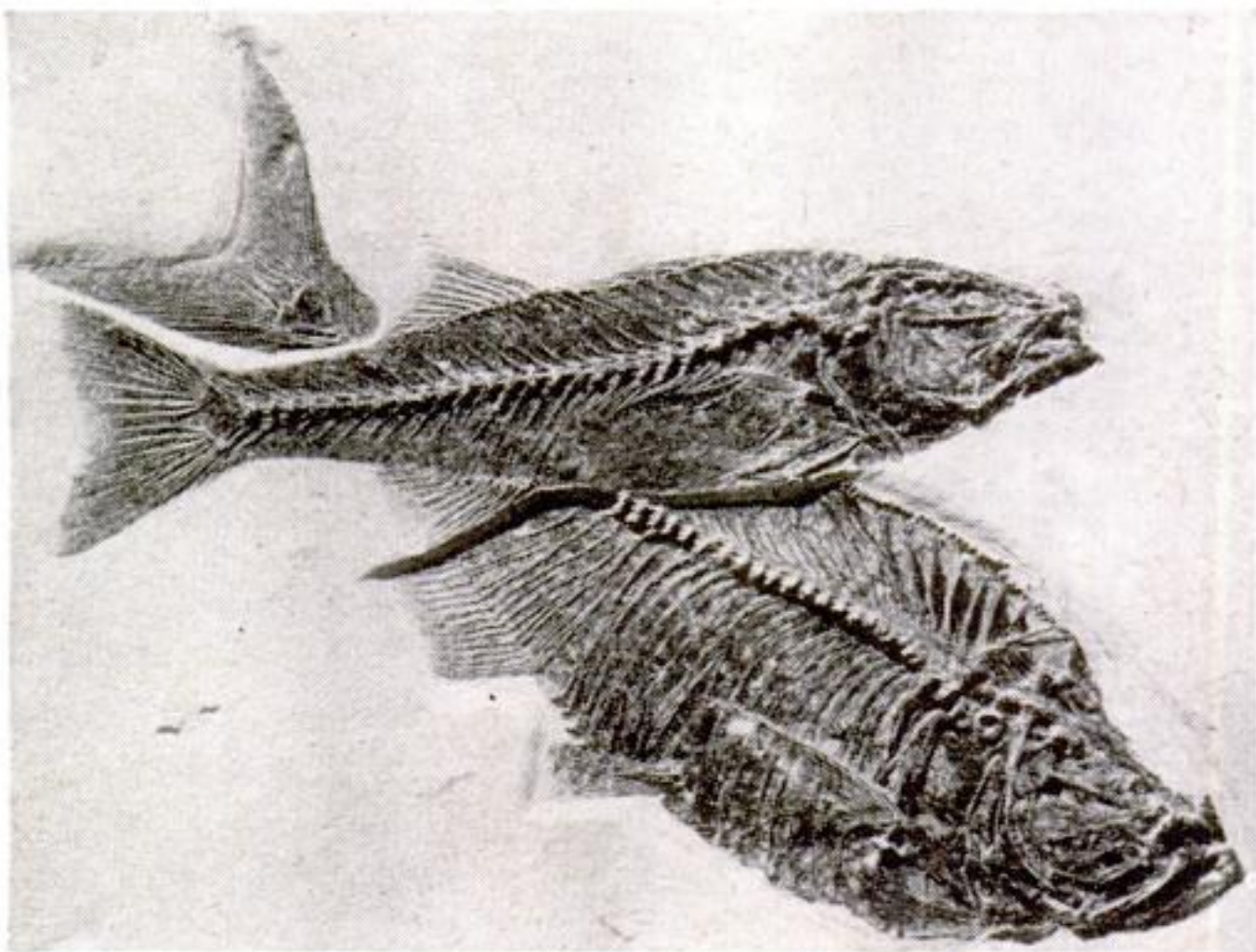
AVOID '5 O'CLOCK SHADOW' WITH GEM

Gem Div., American Safety Razor Corp., Brooklyn 1, N. Y. (Price adjusted in Canada)

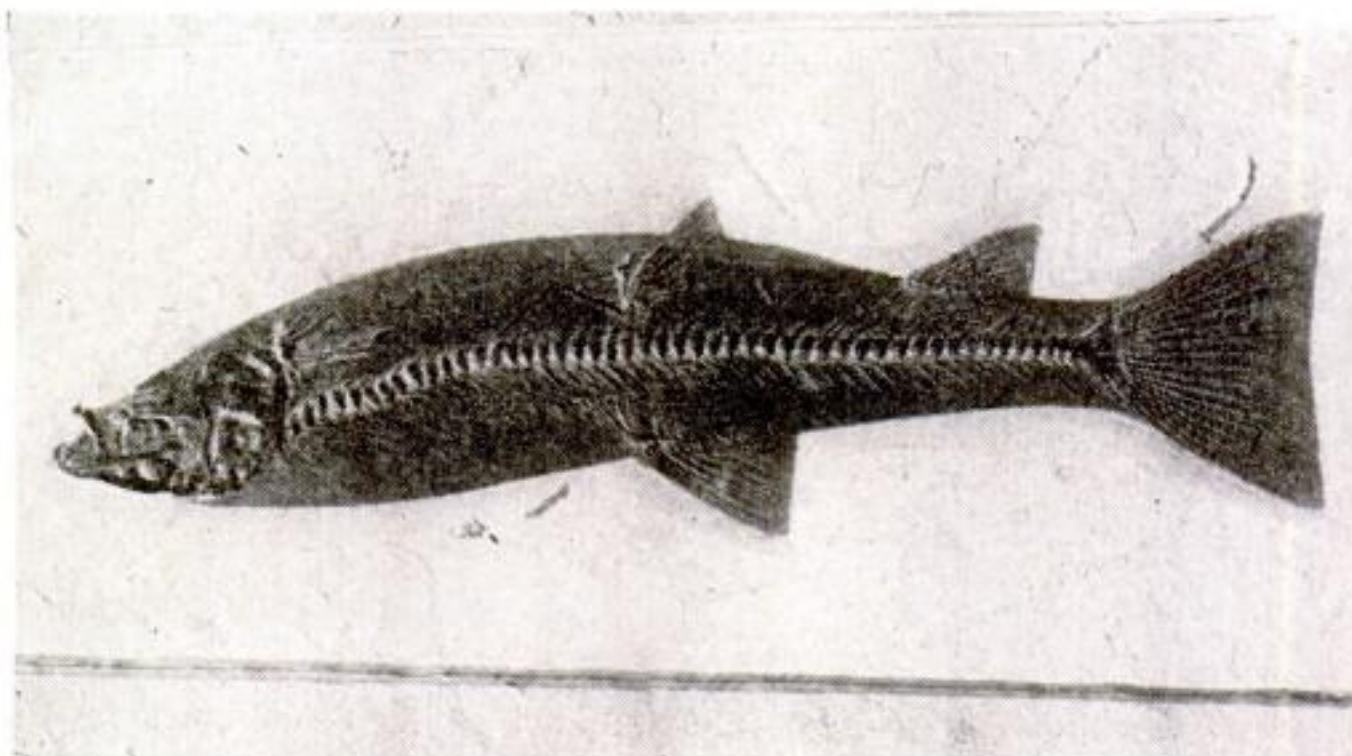
Wyoming's Fossil Fish CONTINUED



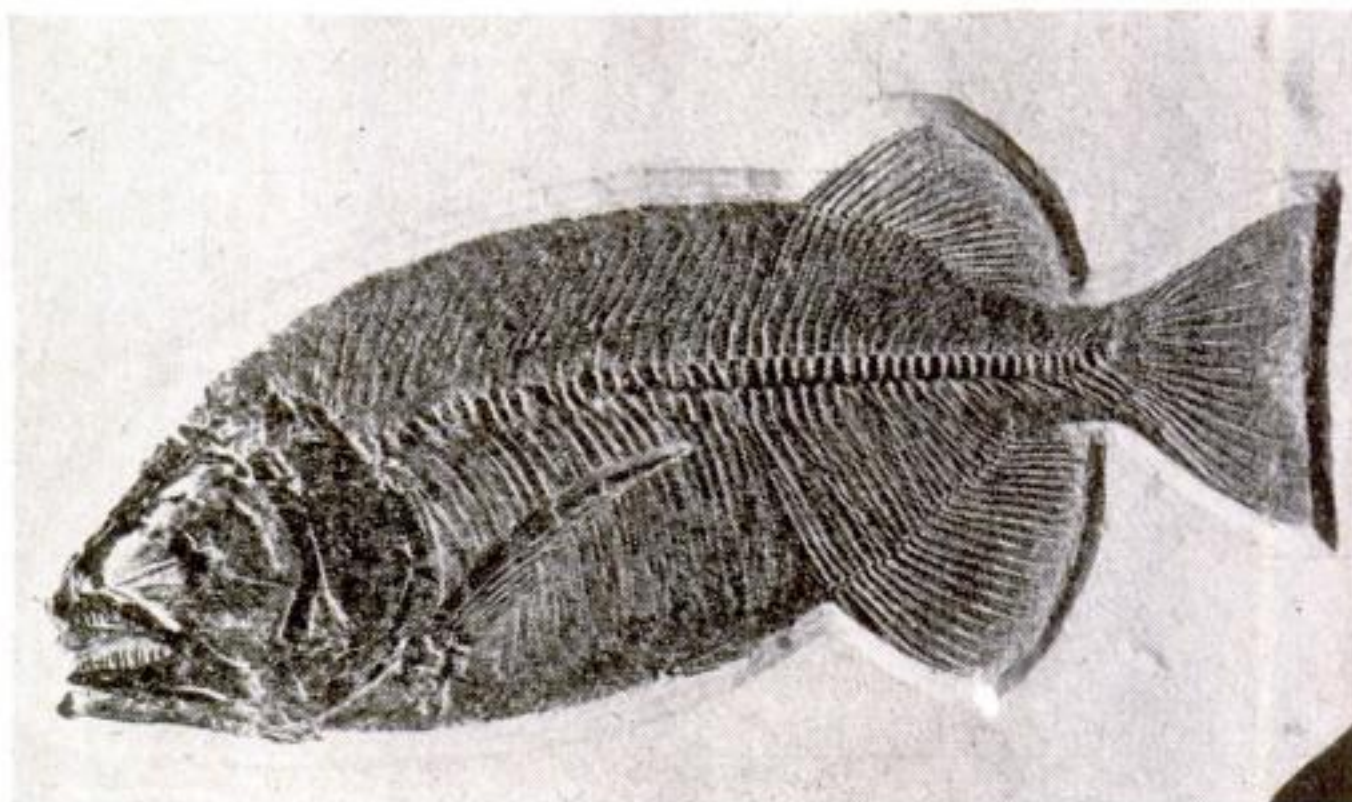
STING RAY which lived in ancient lake is now only an imprint on a rock. Its leaf shape is very similar to that of its present-day salt-water descendants.



HERRING (bottom) with very heavy scales was found imbedded with a perch-like fish when quarried out of a big block of mountain stone by fossil-hunter.



PICKERELLIKE FISH appeared in lifelike swimming position when it was uncovered. Good fossil specimens are not rare but require practiced handling.



BASSLIKE FISH, which was only a couple of feet long in prehistoric times, has modern descendants which live in tropical waters and weigh 400 pounds.

important as soap and water...



necessary as a toothbrush...



essential as personal cleanliness...



clean smelling air in your home!



PAT. NO. 2,326,672

air-wick

**kills
all indoor
odors**

essential every day for:

- 1 cooking odors
- 2 stale smoke
- 3 airless bathrooms
- 4 bedrooms
- 5 children's nurseries
- 6 sickrooms
- 7 musty closets
- 8 living rooms

air-wick*, the little bottle with the magic wick, kills all unpleasant indoor odors... makes indoor air country-fresh. You can cook cabbage, onions or fish with no risk of offending when **air-wick** stands guard in the kitchen.

In your living room, **air-wick** banishes the odor of stale cigar, pipe and cigarette smoke. It keeps the bathroom fresh always... and freshens bedrooms and nurseries.

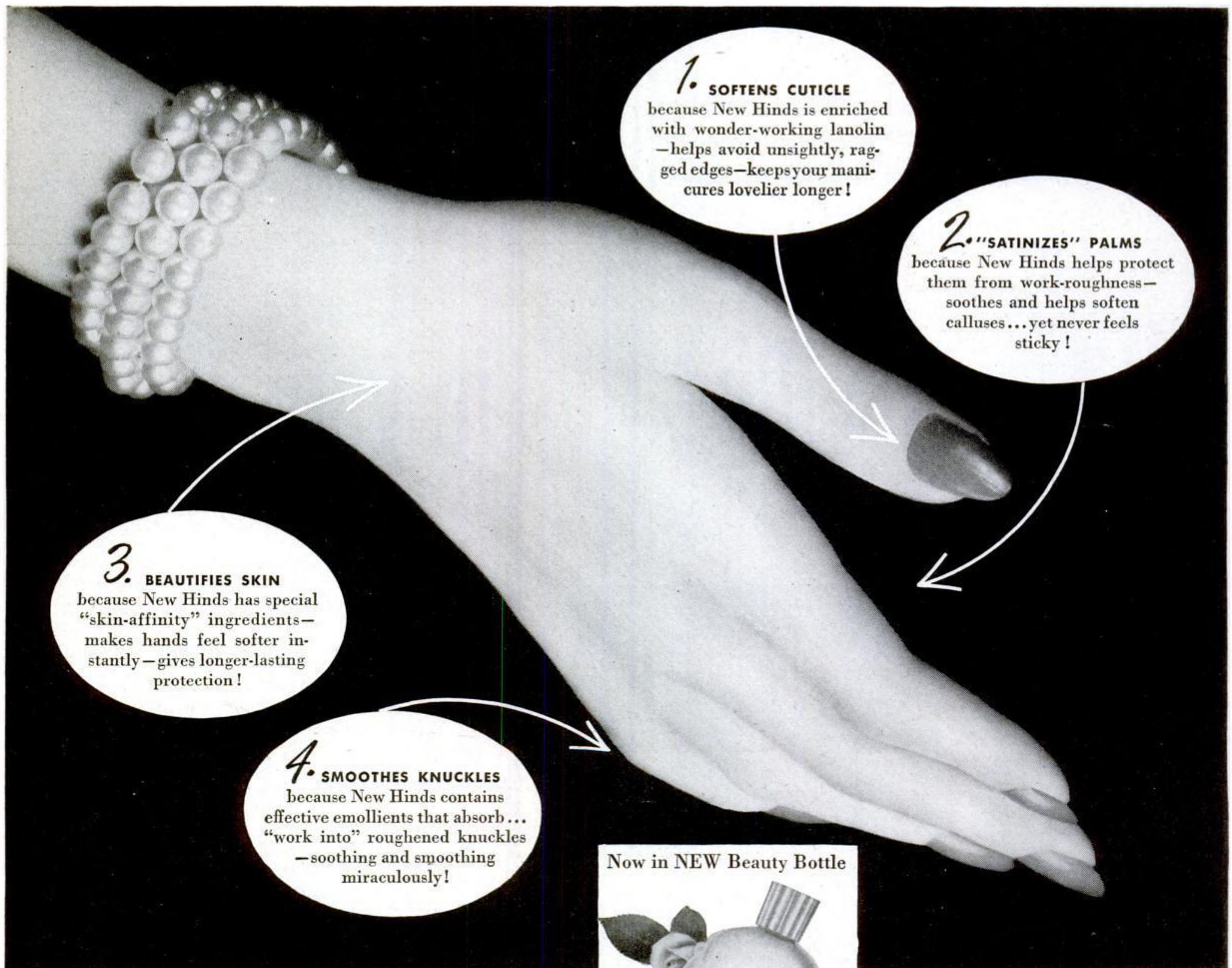
There is no fuss or bother... nothing to burn... nothing to spray. Simply uncap the bottle and pull up the wick. **air-wick** contains more than 125 compounds as found in nature as well as **chlorophyll**, the amazing green substance found in plants. It has no unpleasant or medicinal odor and it cannot be duplicated.

So be sure to ask for **air-wick** by name. More than 14 million bottles have already been sold.

***air-wick** deodorizer and household freshener is fully protected by U.S. Patent... a trademark of Seeman Brothers, Inc., New York 13, New York
Tune in "Monday Morning Headlines"
Sunday, coast-to-coast ABC network,
6:15-6:30 p.m., EST, following Drew Pearson



New miracle lotion a beauty treatment for your whole hand!



1. SOFTENS CUTICLE
because New Hinds is enriched with wonder-working lanolin—helps avoid unsightly, ragged edges—keeps your manicures lovelier longer!

2. "SATINIZES" PALMS
because New Hinds helps protect them from work-roughness—soothes and helps soften calluses...yet never feels sticky!

3. BEAUTIFIES SKIN
because New Hinds has special "skin-affinity" ingredients—makes hands feel softer instantly—gives longer-lasting protection!

4. SMOOTHES KNUCKLES
because New Hinds contains effective emollients that absorb... "work into" roughened knuckles—soothing and smoothing miraculously!

MORE EFFECTIVE! New Hinds Honey and Almond Fragrance Cream makes your "whole hand" feel softer—gives longer-lasting protection whatever the weather... whatever your work.

USE NEW HINDS to soothe elbows, face, arms and legs—and as a powder base, too! Now in the new more-for-your-money Beauty Bottle for dressing-table glamour. Four sizes at toilet goods counters, 10¢ to 1.00.

Now in NEW Beauty Bottle



Hinds
Honey and Almond
Fragrance Cream



WITH A FLY SWISH AND A U.S. MAGAZINE IN HAND AND HIS TWO FAVORITE DOGS BESIDE HIM, ETHIOPIA'S EMPEROR RELAXES IN SUMMER PALACE AT DIRE DAUA

ETHIOPIA GOES MODERN

SINCE RETURNING TO POWER HAILE SELASSIE HAS INTRODUCED WESTERN WAYS IN HIS ANCIENT LAND

When Haile Selassie (*above*), the long-suffering Conquering Lion of Judah, returned to his capital of Addis Ababa on May 5, 1941 after it had been liberated by the British, he brought with him new wisdom and new ideas gained after five years of bitter exile. He was determined that his nation must begin a program of modernization in order to survive and prosper. His great problem was how to get necessary help from outside without letting the countries which helped him run his offices. This he tried to solve by dividing up the tasks. The British took over the training of his army and police force, the Swedes undertook to train his air force, the French under an old agreement resumed operating the single railway, and the Americans through Trans-World Airlines, got the native-owned commercial airline into shape.

Cleaning up Ethiopia's religious question was next on the emperor's agenda. In an epic decision he broke a 1,600-year-old tradition by decreeing that the next Archbishop of Ethiopia must be an Ethiopian rather than an Egyptian like the present one who does not speak a single Ethiopian dia-

lect. If the Egyptian patriarch of the Coptic Church refuses, Haile Selassie has indicated that he may declare the Ethiopian church independent. Having shown this strong hand in matters of state, the emperor turned to internal problems. His goal this time was to improve the shocking educational system.

Now fully one third of his budget is being spent on schools, both in the elementary and secondary levels and on technical education.

Even critics admit that Haile Selassie has made progress but so far he has only superimposed a facade of modern methods upon an essentially primitive nation (*next three pages*). The roads are bad, telephone and telegraph facilities are rare. Under such primitive conditions the emperor has his troubles despite the fact that he can act with autocratic powers under the constitution of 1931. Recently he has been attempting to extend his domain through shrill demands for an Ethiopian share in any split-up of Eritrea and Somaliland which the Italians took from Ethiopia in 1889. Like some of his neighboring rulers, he has also granted a big new oil concession to an American company.



LION OF JUDAH is royal emblem, symbolizing emperor's descent from Solomon and the Queen of Sheba.



COPTIC PRIEST wears turban which is rounder and less bulging than Moslem head-dress. Copts are Christians who have been isolated since conquest of Egypt in 640 A.D.



PALM LEAF UMBRELLAS protect merchants against tropical sun. Ethiopia has little industry, but merchants trade in agricultural products and native handiwork.

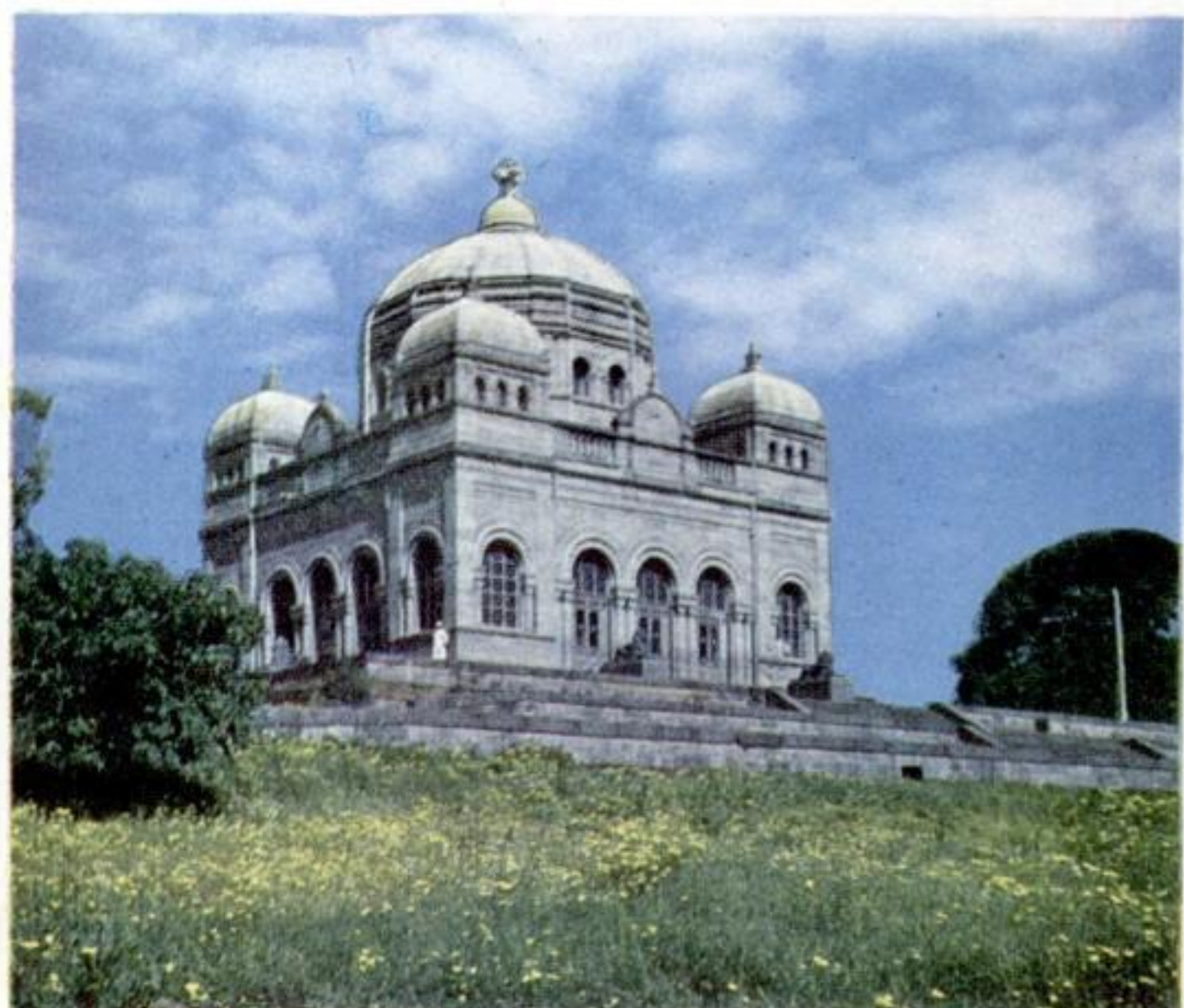


YOUNG SOLDIERS learn arithmetic from a British army officer. Ethiopian army of 10 battalions is currently being expanded by incorporation of 11,000 territorials.

ETHIOPIA CONTINUED



MODERN BUILDING, Town Hall of Harar, is example of new Ethiopian architecture. In the past public buildings were designed by Europeans, principally French.



HERO'S TOMB commemorates the Emperor Menelik II who defeated the Italians in 1896. He was named after son of Solomon and Queen of Sheba, unified Ethiopia.



AMERICAN MOVIES draw big crowds in Ethiopia, regardless of their age. Here Lena Horne decoratively invites patrons into one of Addis Ababa's movie theaters.



NATIVE HUT is made of juniper wood and bamboo. Overhanging roof is thatched with grass in order to protect mud-plastered walls from the heavy African rains.



IMPERIAL PALACE at Addis Ababa is the scene of September New Year festival. Priests from the surrounding countryside have come to pay homage to the emperor.



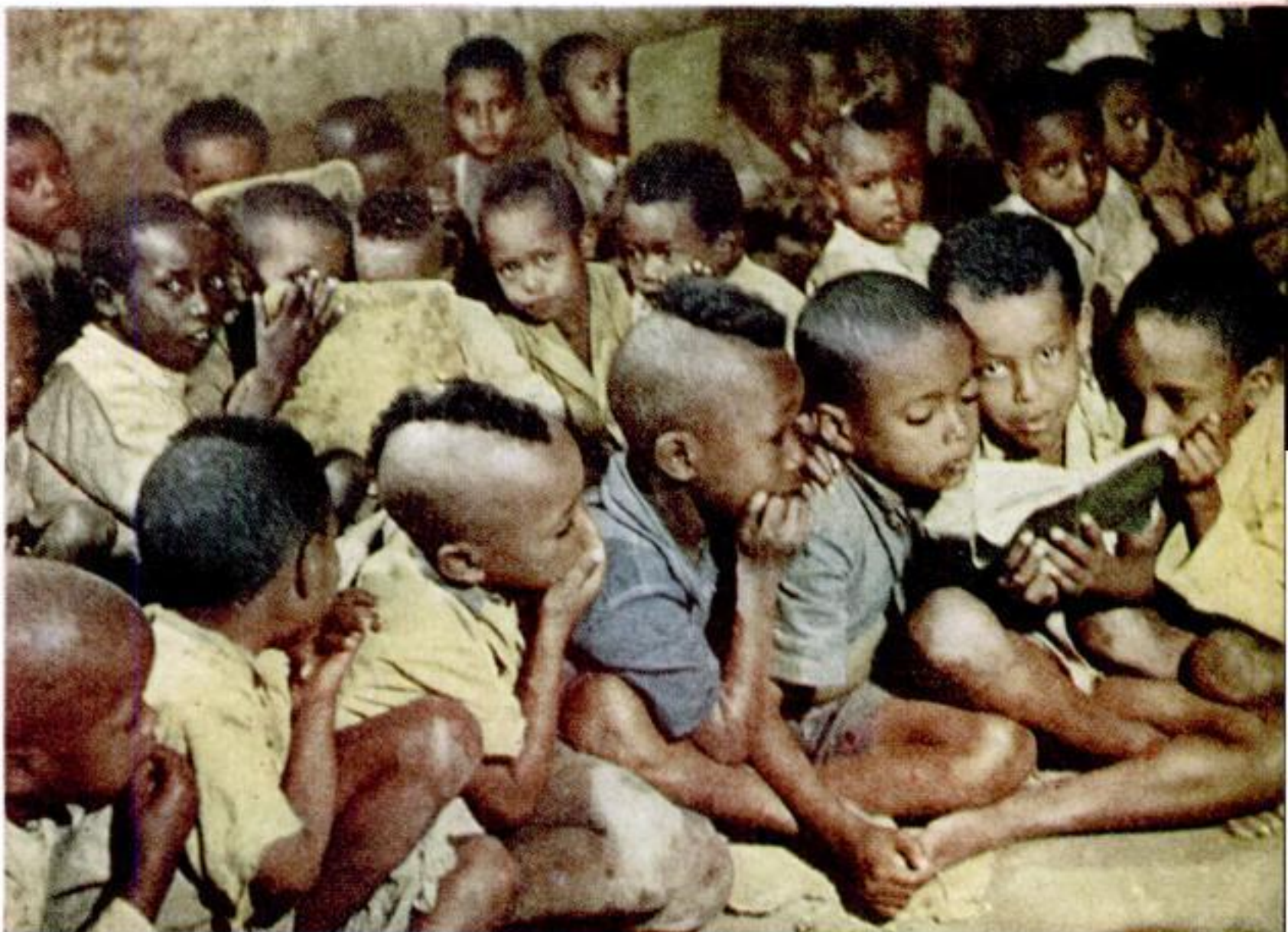
NATIVE ORCHESTRA plays in theater school in Addis Ababa. The large violin is called a *massinko*. Ethiopian music usually sounds monotonous to Westerners.



DOCTOR'S DAUGHTER, Lea Martin, uses wooden comb to force hair into halo effect. In next step hair is pulled back, tucked into string arrangement at back of head.



TECHNICAL SCHOOL in Addis Ababa is the pride of Haile Selassie. Welders and mechanics trained here are in great demand on the one railroad and on the airline.

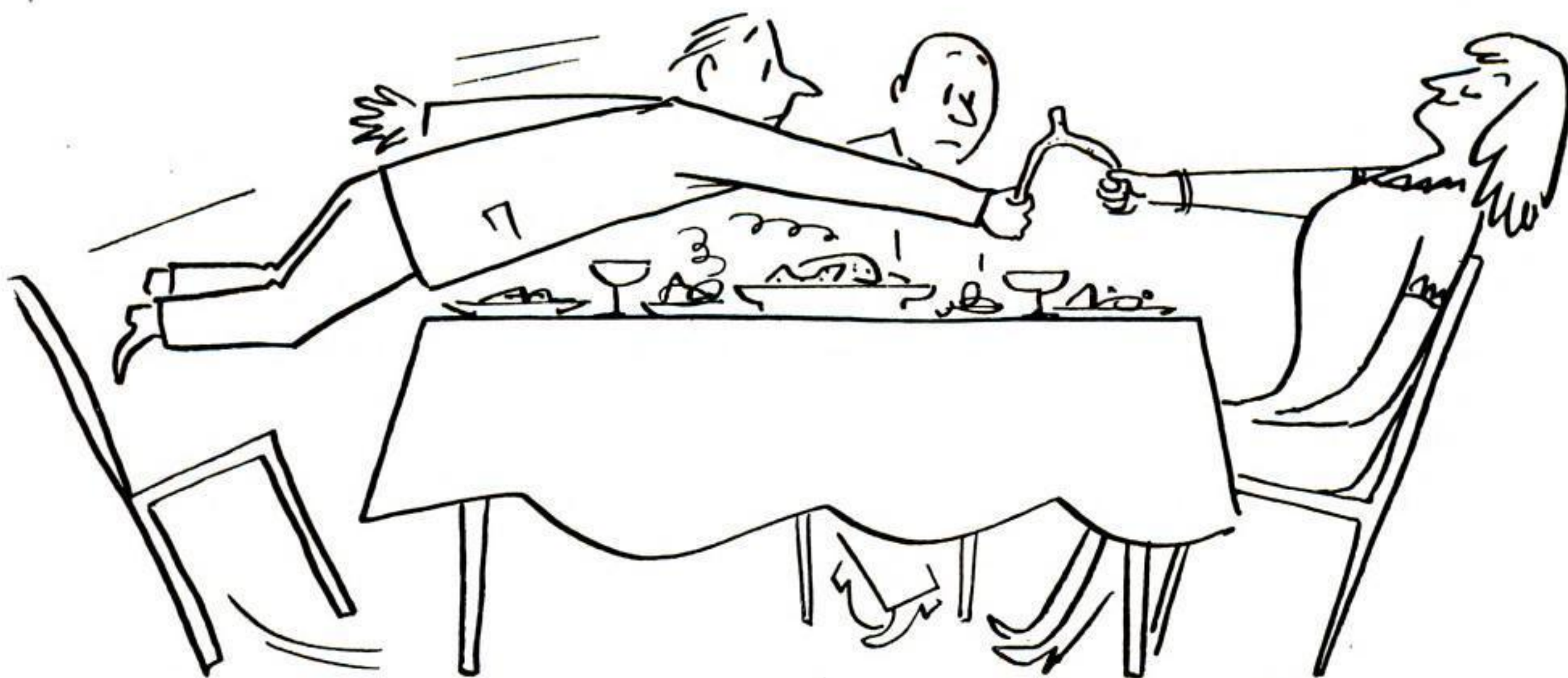


YOUNG CHILDREN get free religious education from Ethiopian church. Youngsters take a three-year course. Lessons consist of reciting catechism in singsong voice.



MOSLEM WOMEN wear Ethiopia's most colorful costumes. Largely because of Christian influence they often discard the traditional Moslem veil. Baskets such as

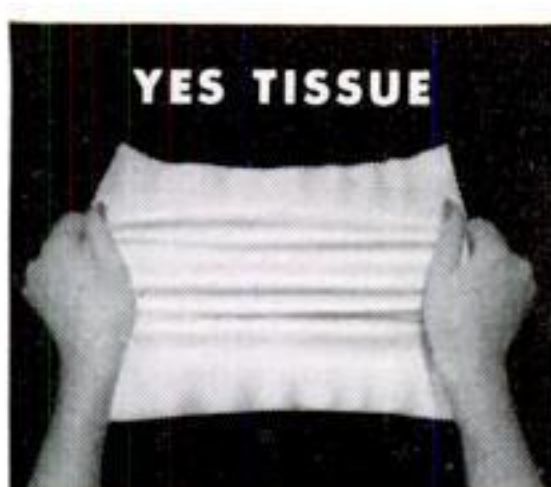
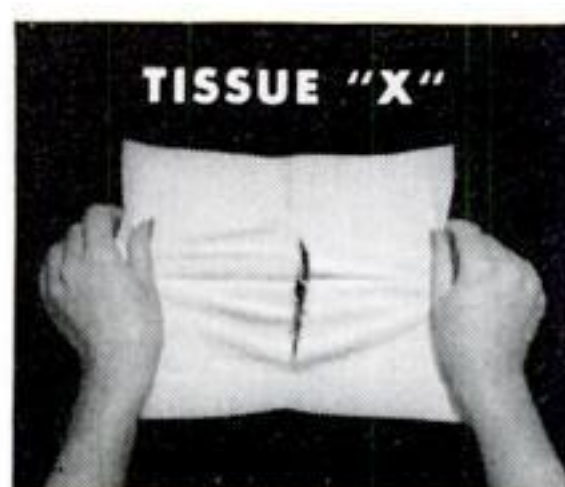
hang on walls (*above*) are made by every bride during a customary three months' honeymoon following her marriage. During that time she has to do no housework.



Stronger!



Strong in *both* directions? YES, indeed!
YES is the new tender-touch Tissue that's *extra-strong* and *so absorbent*, too! A combination that you'll cheer in time of run-away nose . . . atomic sneeze . . . and quick face-cream "take-off."
Other features: snow-white YES picks up fast, and comes out fully open from the new wide-opening box. Flat box shape makes for easy carrying, convenient storing in a drawer. Personal Products Corporation, Milltown, N. J., Chicago and San Francisco.



STRETCH IT AND SEE!

Tissue "X," like many tissues, tests strong in one direction only. YES Tissue proves strong *both* ways. Stronger, absorbent YES *can take it!*





AT THE MARTIN BECK theater, where a Cornell opening this month will attract a brilliant audience, first-nighter Mrs. Herbert Bayard Swope Jr. wears a Carnegie blue satin (\$545) and a sable stole.

WINTER SEASON

New York society opens it in blaze of fashion

This month marks the opening of the New York social season, a brief and hectic two months which will end at New Year's. Into these 60-odd days is packed a series of society events, traditionally beginning with the National Horse Show at Madison Square Garden and including the Junior Assembly, the opening of the Metropolitan Opera and countless first nights, balls, parties and benefits. Some of the younger society women who will be prominent in this year's season appear on these pages, photographed against the locale of the various events and dressed in the kind of luxurious and elegant clothes in which they will be seen.

Their clothes are made to order by custom *couturiers* who combine in them conservative versions of the current trends and expression of the purchaser's personality. Costly to make and buy, these gowns nevertheless have an element of economy: superbly cut and sewn, they remain stylish and handsome for several seasons.

AT THE "MET" Mrs. Michael Phipps, wife of the 10-goal poloist and real-estate heir, sits in one of the parterre boxes. She is wearing her pink satin-and-taffeta evening gown designed by Hattie Carnegie. Mrs. Phipps, who was born in India, is one of the most popular young society matrons.

AT THE "GARDEN," where she has entered her hunter, Winston George, in the National Horse Show, Mrs. Winston F. C. Guest wears a black broadcloth evening dress and a velvet and silver-fox stole made by Bergdorf Goodman. Her polo-playing husband is a cousin of Winston Churchill.





How
to choose
HER
diamond
like an
expert



Most men about to buy a diamond ring just haven't the time to seek firsthand information about their purchase from cutters, cleavers, color graders and other virtuosi of the lapidary art.

If you're such a man, you'll be wise to ask for an *Art-Carved* ring. Then you'll benefit from dependable, expert knowledge of diamond color, clarity, and cutting perfection . . . for every diamond in a genuine *Art-Carved* ring was selected and cut by *Art-Carved* diamond-cutters, then brought direct to you in hand-carved rings of original design. Every

Art-Carved ring is recorded for your protection, and guaranteed by America's oldest and largest ringmaker.

Your jeweler will respect your judgment when you ask to see *Art-Carved** in the ring, on the tag. And she'll rejoice at your taste . . . for the distinctive beauty of *Art-Carved* rings has made them first with brides for almost one hundred years.

FREE! A postcard will bring you your copy of the helpful, informative booklet "How to Select Your Diamond Ring." Write today to J. R. Wood & Sons, Inc., Dept. L-8, 216 E. 45 St., New York 17, New York.

*Trade Mark Reg.

Art-carved
RINGS BY WOOD
NEW YORK • LONDON • AMSTERDAM • ANTWERP



BELOVED BY BRIDES FOR ALMOST A HUNDRED YEARS (1850-1947)

FASHIONS CONTINUED



IN RITZ CARLTON BALLROOM, scene of many important debuts, 1947-48 Debutante Kendall Powell, 17, wears a strapless, mist-gray dress with traditional bouffant skirt from Henri Bendel. Miss Powell will make her debut at the New York Cotillion on Dec. 22.



AT COLONY restaurant where New York society gathers day after day to gape at hats and to lunch, Gene Tierney, movie star and ex-debutante, wears luxurious but conservatively designed ermine hat and matching scarf which were made to order at Bergdorf Goodman.

"SAY! NOW YOU'RE REALLY MAKING COFFEE!"



Want to surprise your husband with the most wonderful-tasting coffee he ever drank? Coffee with *all* the delicious flavor, *all* the satisfying goodness he could ever want? Then try Nescafé* today! It has a rich, full-bodied flavor that can't be matched. And you get perfect coffee *every* time—exactly *as* you want it, *when* you want it—made instantly!

Here's the secret: Only Nescafé has a secret, patented way to brew *extra-flavored* coffee from the choicest coffees and to *seal in* the flavor! Yes, in making Nescafé we brew fine, *pure* coffee, add carbohydrates to seal in the flavor, then powder it for your convenience. The flavor *stays* true and fresh until the instant *you* release it in the cup!

So fast . . . so easy . . . and so good! No wonder Nescafé is such an instant success! You just put a teaspoonful in a cup and add hot water. That's all! Instantly you have the most delicious cup of coffee you ever tasted. Nescafé costs you only about 1¢ a cup—and there's *no waste*, because you make exactly the number of cups you serve!

That's why more people drink **NESCAFÉ** than any other instant coffee!



THE **FLAVOR** CAN'T BE MATCHED BECAUSE
ONLY NESCAFÉ HAS THE **SECRET**

*Nescafé (pronounced NES-CAFAY) is the exclusive registered trade-mark of Nestlé's Milk Products, Inc. to designate its soluble coffee product. It is composed of equal parts of pure soluble coffee and added carbohydrates (dextrins, maltose and dextrose) added solely to protect the flavor.

TUNE IN The Paul Whiteman Club—3:30-4:30 P. M. Eastern Time



Monday through Friday over your local ABC station



You'll be dollars ahead with the washer that's years ahead!

That's right. You can figure it out for yourself. This is one luxury which is also an economy. In ten years a million Bendix Washers have proved it in a million homes.

The Bendix washes clothes so clean, yet saves so much on hot water, on soap, and on your clothes budget that it's actually more economical than an old-fashioned, hard-work washer . . . and costs as much as \$90 less than the new unproved automatics.

The Bendix does the work . . . you don't! It pre-soaks—washes—rinses three times—and damp-drys the clothes. Set the dial at "Wash," put in the soap, and you're through!

Save gallons of hot water; use 1/5 as much soap! Yes, compared to an ordinary washer, the Bendix is lots thriftier with hot water, and—on soap alone—you can save up to \$10 a year! And the Bendix sticks to the better-washing principle of fresh clean suds for

every load of clothes. Only "Tumble-Action" makes such economy possible.

Save money on your clothes budget. No other method does such a thorough washing job so gently. Just the way you wash your daintiest garments by hand, the Bendix tumbles clothes in and out of rich suds—hundreds of times—to loosen and flush away even deep-down dirt.

Save aching backs . . . save tired arms . . . save colds. There's no lifting and straining with a Bendix. Just push clothes into the convenient, basket-level port-hole. Just tumble them back in the basket when clean. No sloshing around in wet basements. No floors to mop. Bendix Home Appliances, Inc., South Bend 24, Indiana. Dealers throughout the United States and in Canada and Mexico.

See the new Bendix Dryer and Bendix Ironer.



BENDIX automatic Washer



Find out for yourself before you buy. Ask your neighbor about her Bendix. Then see one in action at your nearest dealer's store. Compare its efficiency and economy with any other washer at any price.



CHEVALIER PLAYS A MOVIE PRODUCER WITH AN EYE FOR PRETTY GIRLS

MOVIE OF THE WEEK:

Man About Town

French comedy has Chevalier as an aging wolf

Maurice Chevalier has not made a movie for 12 years, but after seeing *Man About Town* he still seems to be the most charming man in the world. Returning to the screen at 58, Chevalier plays a graying Parisian who produces silent movies for a living and chases pretty girls for fun. At last, when he finds the One Girl, she falls in love with a younger man. After a brief struggle, age defers philosophically to youth and Chevalier resumes his pursuit of love with the next girl he sets eyes on.

Man About Town is made like a Mack Sennett farce: the two lovers play it straight and everybody else is a comedian. Some scenes (p. 71) are just inventive slapstick, but as a whole *Man About Town* is performed so deftly and with such gaiety that it makes most U.S. comedies seem cruder than Mortimer Snerd. To solve the problem of translation, which hurts most French films at the box office, RKO has an ingenious solution: no subtitles; instead, Chevalier's voice occasionally interrupts the sound track to explain in English what is going on.

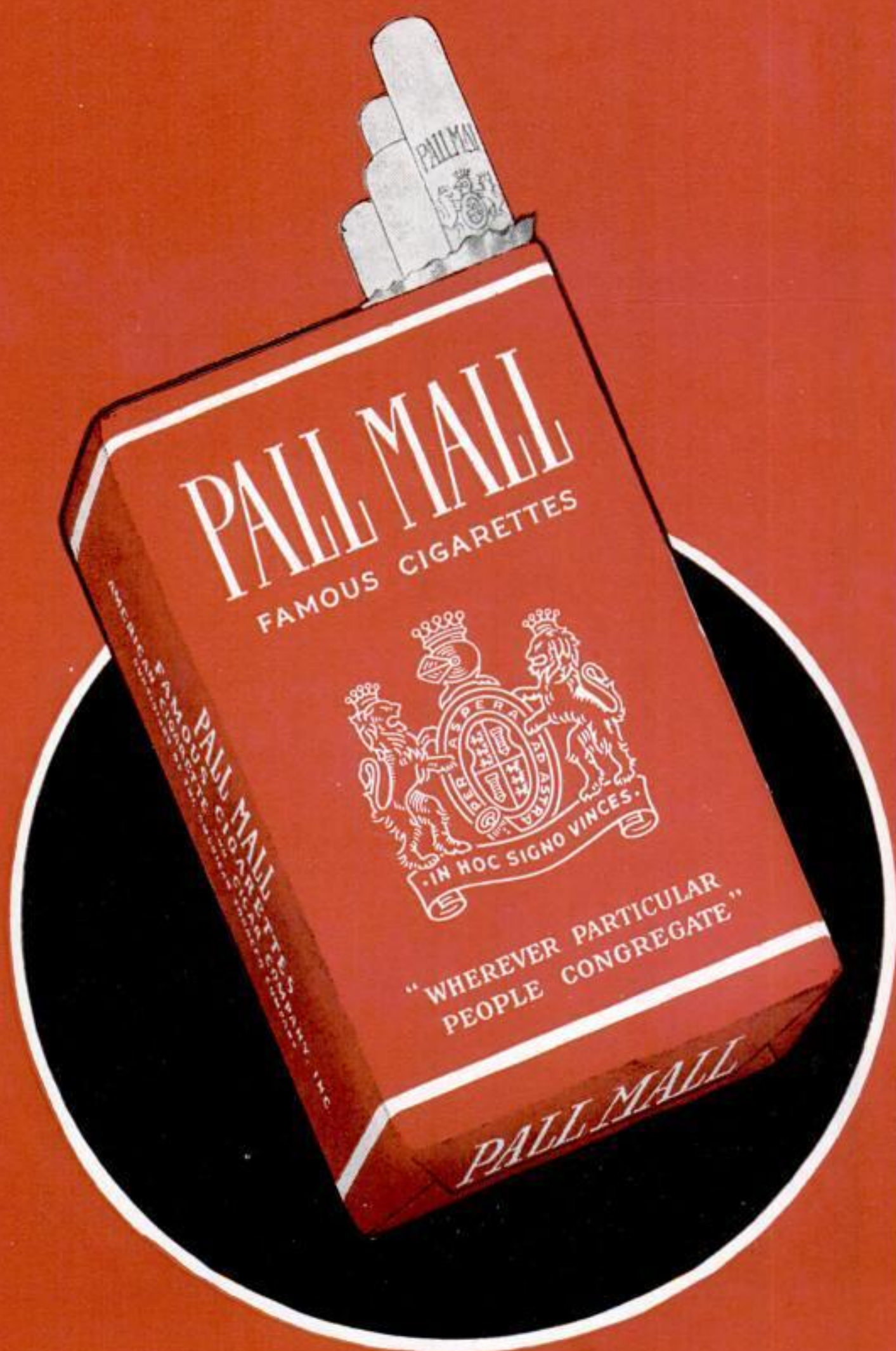


RENE CLAIR, writer-director of the movie, talks to Chevalier. Clair is a comedy genius, made *Le Million* in French and *Ghost Goes West* in English.



MAURICE CHEVALIER wears in the film a debonair derby made for George V in Paris in 1906. The king never picked it up. Chevalier, too, has remained debonair over the years.

Of America's leading Cigarettes
one is
OUTSTANDING



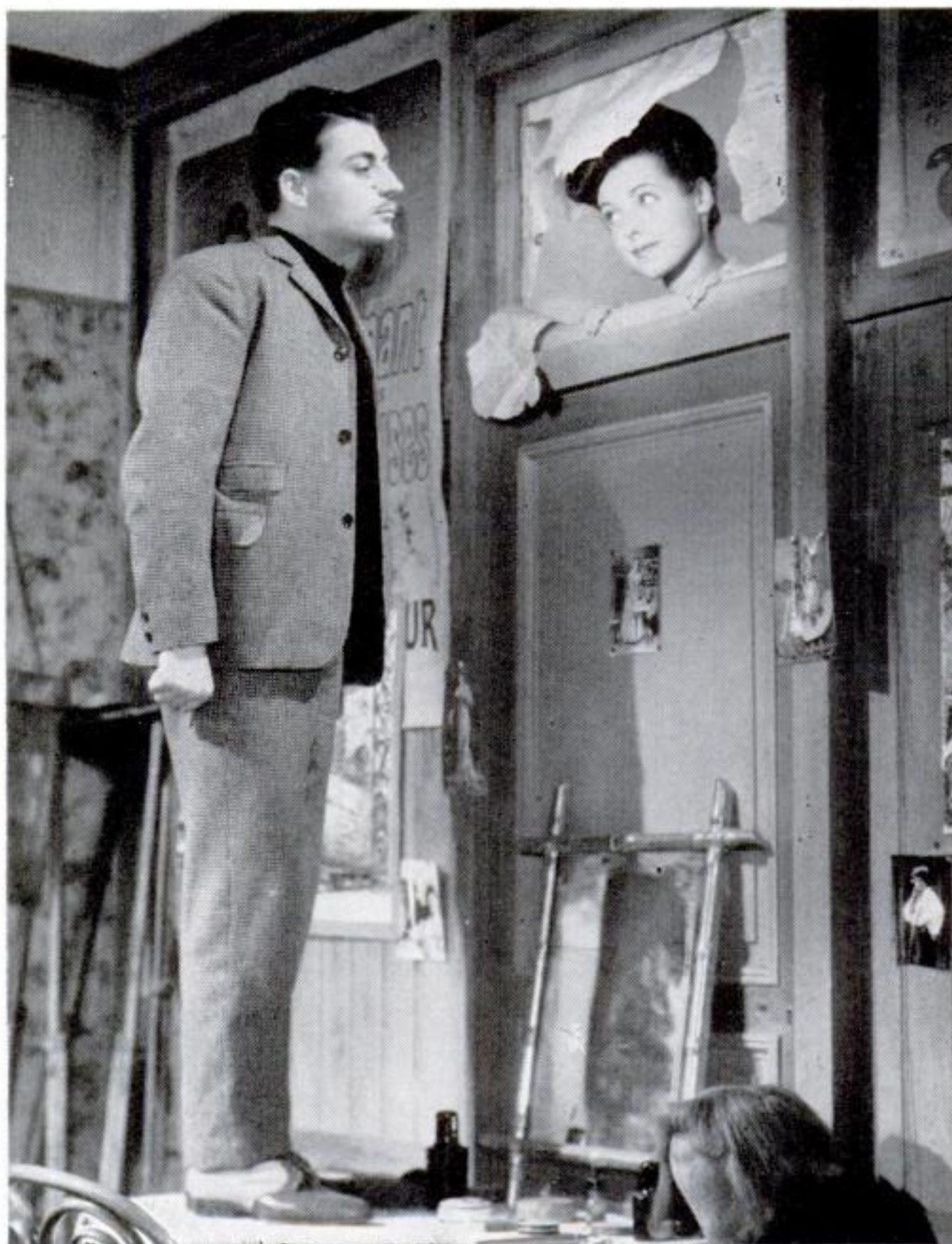
PALL MALL's distinguished length is the outward sign of a basic superiority. "Distance lends enchantment"—and the greater distance PALL MALL travels the smoke — filters it through PALL MALL's traditionally fine, mellow tobaccos — gives you a smoother, mellower, more satisfying smoke.

-and they are
mild!

"Man About Town" CONTINUED



CHEVALIER FALLS for an aspiring young actress (Marcelle Derrien). She reminds him of her mother, an old flame, so Chevalier begins at once to feel young and romantic again. He gives the girl a job and thinks of proposing.

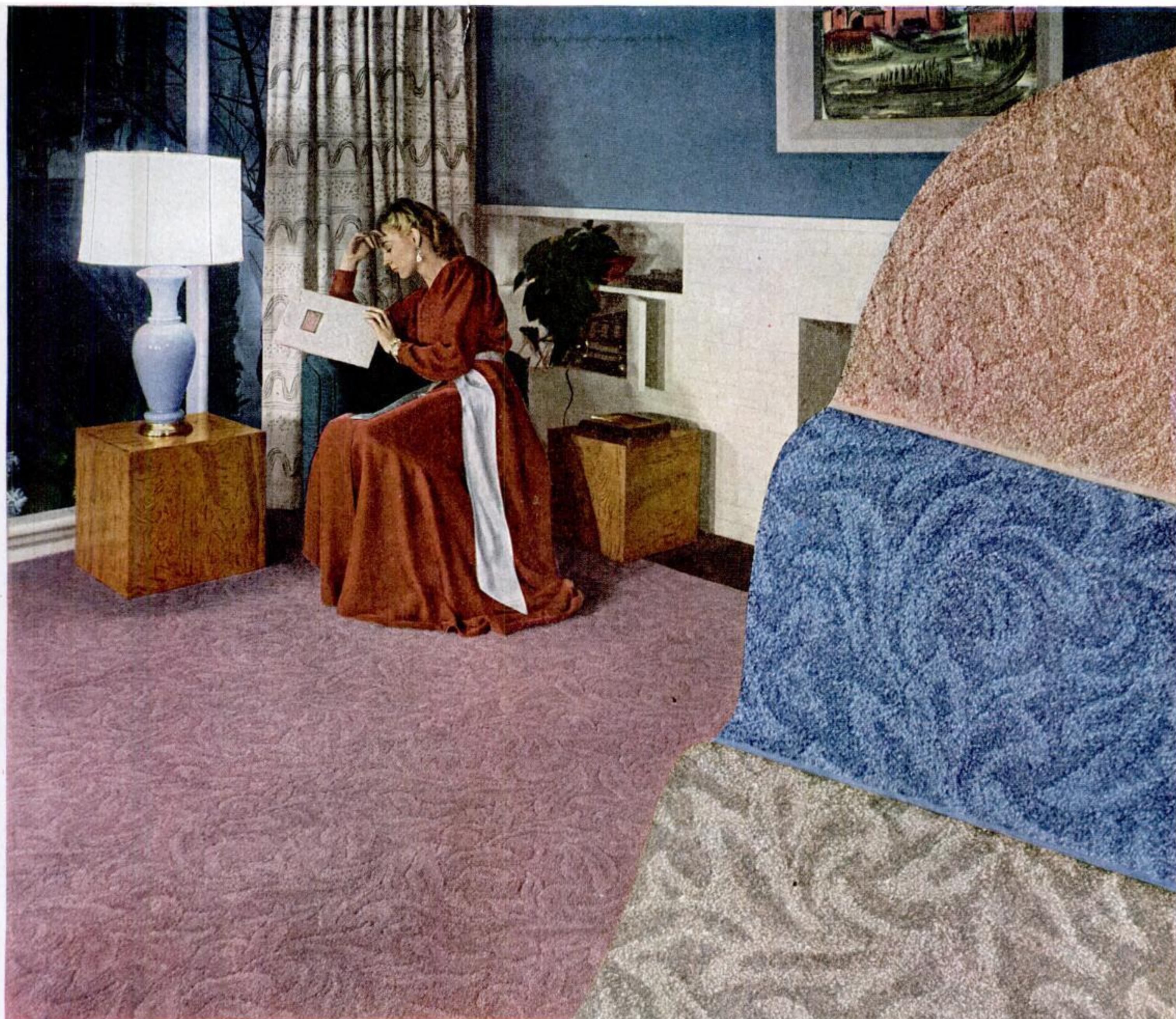


GIRL FALLS for the leading man (François Perier) at Chevalier's studio. Because they do not wish to spoil Chevalier's illusion of youth, they conduct their love affair through the paper transom separating their dressing rooms.



CHEVALIER PROTESTS that he is not an old fogey when he learns his girl prefers a younger man. He points to pictures of previous sweethearts and swears there will be at least one more. Nevertheless he relents, gives the girl up.

CONTINUED ON PAGE 71



Mohawk's RALEIGH, an embossed Wilton weave, photographed at Bloomingdale's by Peaty.

The beauty
of every decorative scheme
begins at the base...
with a good carpet by

MOHAWK

MOHAWK CARPET MILLS, INC., AMSTERDAM, NEW YORK





Use Pepsodent twice a day —
see your dentist twice a year

Pepsodent is another fine product
of Lever Brothers Company

It's cleaner, brighter **Taste** means
cleaner, brighter teeth! **New Pepsodent,**
the only tooth paste containing **Irium,**
removes the film that makes your teeth look dull —
uncovers the natural brilliance of your smile!



"Man About Town" CONTINUED

IT BURLESQUES SILENT-FILM MAKING



PRIMITIVE MOVIE-MAKING is kidded in *Man About Town*. As an old-time producer, Maurice Chevalier stages a beach scene in cold, rainy weather.



SLAPSTICK abounds in *Man About Town*'s movie-making scenes. Here a footpad threatens a helpless girl as bored stagehands throw fake snow on them.



STAGEHANDS in *Man About Town* are all comic characters who disregard the producer. They do nothing but play cards, even when scenery falls on them.

There's **STYLE NEWS** in
Men's Shirts



Modified versions of the spread collars are becoming more and more popular. I've seen them in whites and plains as well as in bold stripes. Color everywhere this year, and shirts are no exception. It ranges from the conventional pencil-thin blue stripings on white, to bold ox blood red markings on grey.

"Randy"
YOUR STYLE SCOUT

There's style news in RAND shoes!

AND WHAT NEWS . . . not just the smooth new number shown here (plenty nice, though, isn't it?) but a whole line of shoes—designed-with-a-fresh-new-slant. Built for solid comfort and long wear, too. Yes, and made with fine selected leathers so they'll keep good-looking longer. Your dealer has these gRAND value* shoes. Need we say more?

Also Randcraft Shoes
for men and young men
at lower prices

FOR gRAND COMFORT
gRAND STYLE
gRAND VALUE



THE RAND SHOE

*gRAND value

Only choice cuts of the finest skins are used in Rand Shoes. Upper leathers are carefully mated for texture, color and resistance to stretch. Sole leathers are cut only from the best part of the hide to assure better flexibility and wear. These operations cost us more, take more time, but make Rand Shoes a much better shoe value for you.

THE RAND SHOE

ALSO RAND JUNIORS FOR BOYS

MADE BY THE WORLD'S LARGEST SHOEMAKERS

ROBERTS, JOHNSON & RAND • DIVISION OF INTERNATIONAL SHOE COMPANY • ST. LOUIS 3, MO.



FLAMING OIL SLICK IS SPRAYED WITH CARBONIZED SAND, WHICH PUTS OUT FLAMES BY MAKING OIL SINK. MAIN VALUE OF SAND, HOWEVER, IS TO PREVENT FIRES

OIL-SLICK REMOVAL

The Navy develops a way to sink slime that causes harbor fires

The greatest general nuisance and source of danger in any busy harbor is the waste oil that fouls the surface of its water. Pumped from the greasy bilges of ships and trickling from machinery along the shores, it spreads out in a viscous slick and collects slimily on hulls and pilings. It neither sinks nor evaporates but remains as a permanent hazard: a spark dropped on its surface can send flames racing among the grease-soaked piers and jetties.

Navy technicians, long concerned with the oil-pollution menace, recently devised an effective way of dealing with it. They discovered that sand roasted with creosote combines with oil to form a heavy semisolid. A slick sprayed with this sand promptly sinks (*p. 76*). Pilings can be cleaned and fires quenched with it (*above*). Though still experimental, the system appears to be an efficient man-made solution for a serious man-made problem.

CONTINUED ON PAGE 75

Right time at a new **LOW PRICE**



IT'S ELECTRIC — that means Little Tel is silent as the falling snow — there's never the slightest tick to disturb your sleep.

LITTLE TEL, handsome and new, is an electric alarm clock, with all its extra advantages, at an easy-on-the-budget price. It can't run fast, or slow—and you never have to wind, or oil, or regulate it.

What's more, the on-the-dot alarm keeps on ringing, come morning, until you wake up and stop it. The newest member of a famous family, Little Tel has the dependable long-life Telechron motor that has always made Telechron electric clocks first in favor throughout the world. Small enough to double as a traveling clock, too. Actual size shown, with brown or ivory-colored plastic case. Telechron Inc., Ashland, Mass.

\$4.95

TELALARM JR. — slightly larger, with control-a-tone alarm that you can regulate low or loud. With luminous hands and dial . . . \$5.95
Same clock with fully luminous case — the clock that glows in the dark . . . \$6.50

TELALARM — same design, in a larger size — with luminous hands and dial and bell alarm . . . \$6.95

Telechron
REG. U. S. PAT. OFF.
ELECTRIC CLOCKS

All prices PLUS TAX — Prices and specifications subject to change without notice.



"I prefer the New Mint Cocktail Gum"*
says

VAN HEFLIN

Co-starred with

LANA TURNER

in Metro-Goldwyn-Mayer's Hit

"GREEN DOLPHIN STREET"

For zip—pep—taste—this blend of mint flavors is really "super!" Dynamic Van Heflin is always "on the go"—so naturally he wants a chewing gum with real "Wake up" flavor! And . . . ever since he first tried the new Warrens MINT COCKTAIL Chewing Gum last summer, he's been *strictly* a MINT COCKTAIL fan!

Why is MINT COCKTAIL a winner with gum-chewers everywhere? The reason goes straight back to our Research Laboratories. It took two full years of trying and testing to discover the secret of COMBINING all of the ZIP—PEP—TASTE of the nation's favorite mint flavors into this new MINT COCKTAIL blend.

Buy—and try—a pack today. Just ask for MINT COCKTAIL and see if you don't agree with stars like Van Heflin!



IT'S SMART TO CHOOSE WHAT HOLLYWOOD CHEWS!



VAN HEFLIN SHOTS IN THE 80's . . . And, like sportsmen everywhere, he has learned that Warrens MINT COCKTAIL Gum is the perfect companion for all forms of sports. To chew it *lessens fatigue—keeps you peppy and on your toes!*



AT THE BROWN DERBY— rendezvous of stars —MINT COCKTAIL Gum is the outstanding favorite . . . "Or you could say *favorite*," says the Brown Derby maitre d'hotel, "MINT COCKTAIL tastes so *zippy and refreshing!* No wonder they call it **BREATHTAKING!**"



**The NEW...the BREATHTAKING
... the ONE and ONLY**

Mint Cocktail Gum



SAND IS BLOWN onto oil-covered water through a hose connected to tank of high-pressure air. The equipment is comparatively light and easy to handle.



SANDED OIL SLICK begins to clot and coagulate within a few minutes of spraying. The thick substance formed will not sink until water is disturbed.



PILINGS ARE CLEANED by a stream of water after being coated with carbonized sand. This system is well adapted for use in out-of-the-way places.

CONTINUED ON NEXT PAGE

So Soft as 'Sofskin' Hands



Cuddly kittens...so silky-soft. Like your hands when you use

Sofskin Cream!

Change your Dryskin Hands into 'Sofskin' Hands... in 32 seconds

by the clock! New wonder cream is the biggest news in hand care in years. Snowy-white, fragrant, Sofskin Cream rushes special mollescent action to dry surface skin. Like a beauty treatment for your hands! Softens. Smooths. Helps red-den skin pale to a whiter luxury-loving look. Try Sofskin Cream... you'll see!

Sofskin

CREME softens, smooths Dryskin Hands!

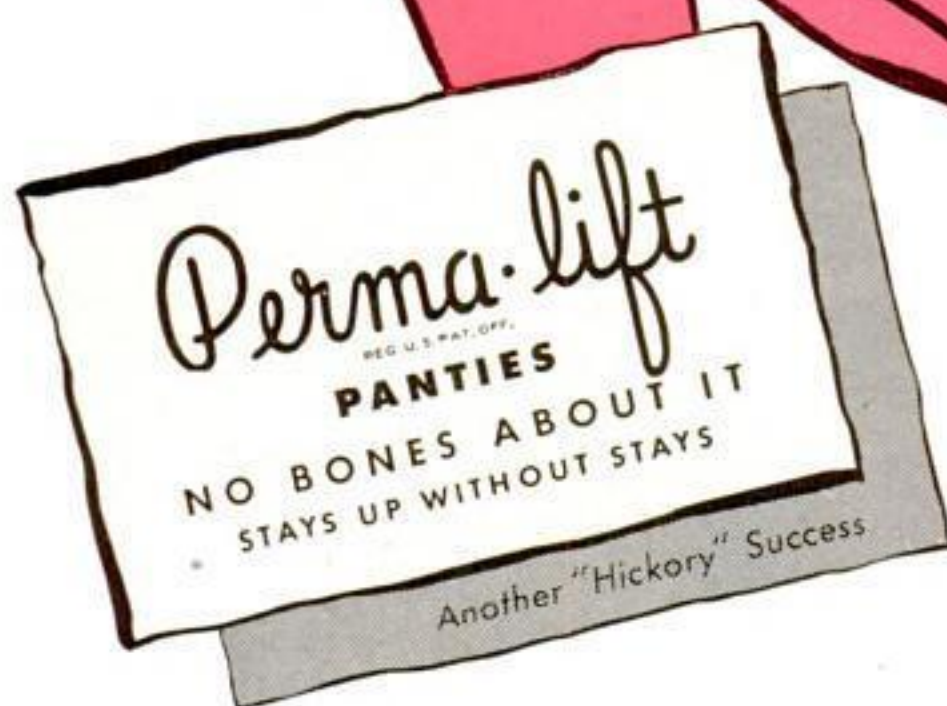
"Sofskin best!" say beauty salon experts, in recent nationwide survey. Preferred over any other hand cream — 2 to 1! Just wait till you use Sofskin... you'll see why! In beautiful black-and-gold jars at cosmetic counters.



Sofskin — Reg. U. S. Pat. Off.



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and brassiere fitting comfort.
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NO BONES ABOUT IT!

Stays up without stays

Enjoy the comfort of this slimming "Perma-lift"* Pantie Girdle. All elastic leg sections comfortably control hips and thighs. Best of all, this wonderful pantie won't ride up. Deftly styled—the magic inset prevents rolling over, wrinkling, entirely eliminates the annoying discomfort of bones. Yes, it



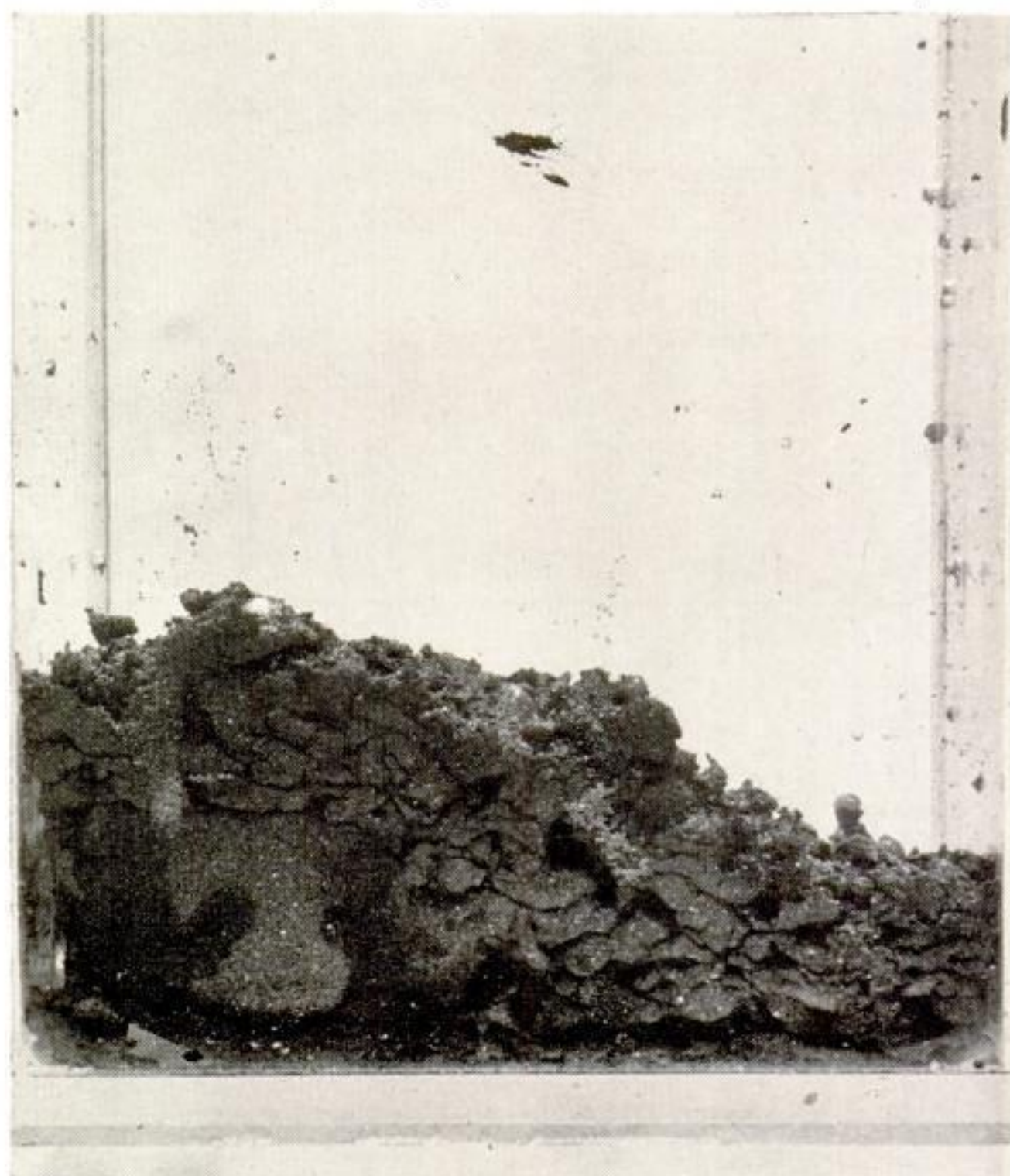
STAYS UP WITHOUT STAYS. "Perma-lift" Panties, Girdles, and Foundations are available at your favorite corset department—most styles priced—\$5.95 to \$12.50

*"Perma-lift" and "Hickory" are trademarks of A. Stein & Company (Reg. U.S. Pat. Off.)

Oil-slick Removal CONTINUED



THE OIL SINKS in laboratory tank after carbonized sand is mixed with it. At top is surface of the water with oil slick floating on it. Heavy globules of oil and sand are slowly sinking from the surface toward bottom of picture.



ON THE BOTTOM gobs of sludge lie in a thick layer after sinking. Even if stirred, the mixture will settle again. The sludge is lethal to most marine life, but in harbors, where the water is always polluted, this effect is unimportant.



A fruit cocktail for your pocket !

How nice to know that these five luscious flavors
 Are yours to enjoy in each pack of Life Savers.
 So dandy—so handy! Any place! Any time!
 You can have yummy Orange! And Lemon and Lime!
 And tempting Wild Cherry! Swell Pineapple, too,
 All in a pocket-size package for you!



Only 5¢



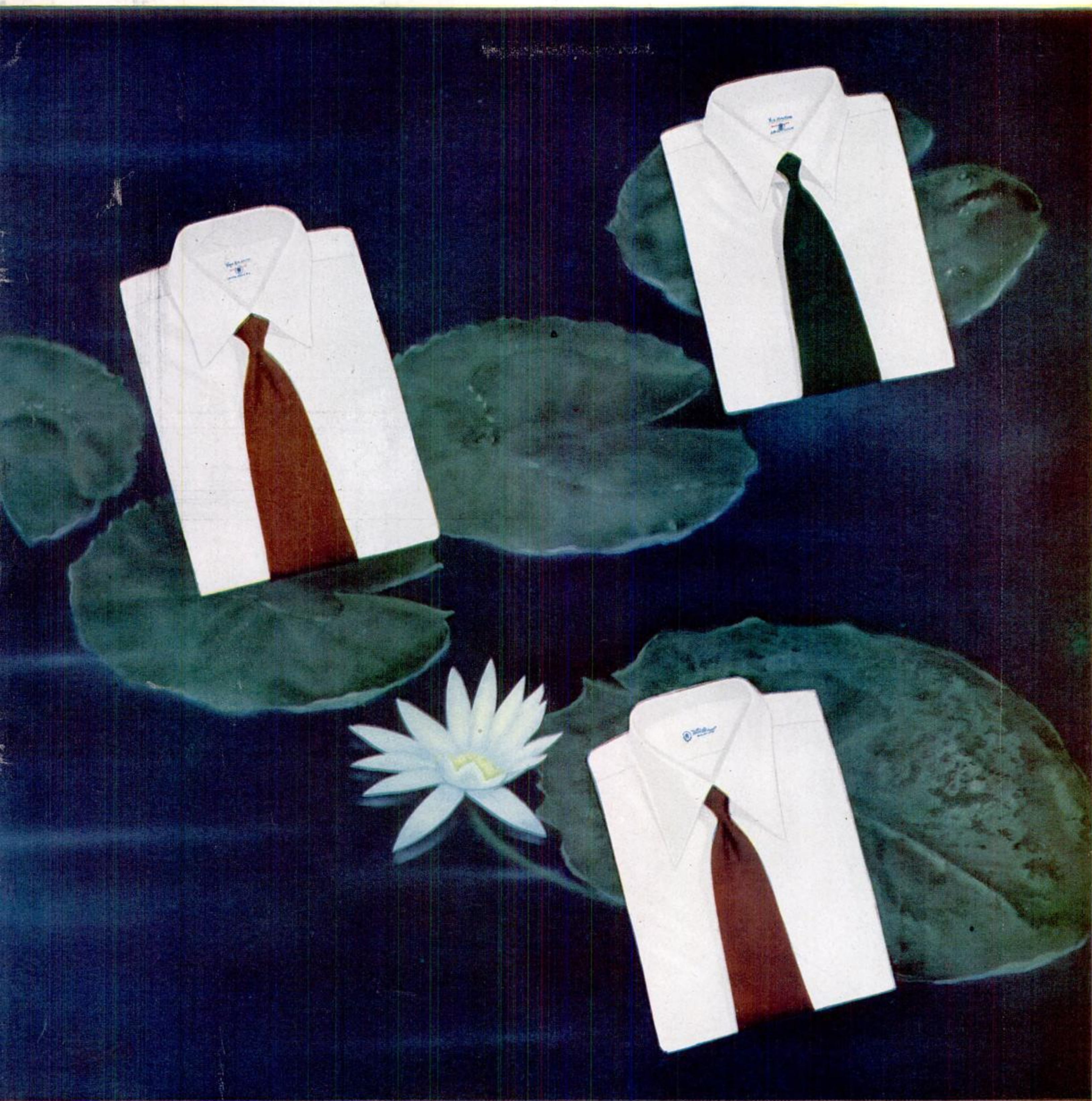
(above) Exclusive Van Heusen ONE-PIECE COLLAR that stays neat without starch, on Van Heusen "Four Hundred" Shirt.

(upper) Extra-wide-spread EDEN. (lower) Average length CARSON.



white beauties

beauties for style...beauties for quality



(above) Wide-spread BARR.

(upper) Informal BUTTON-DOWN.

(lower) Long-point VAN CRO.

It's been a long, long time since you saw quality white shirts like these. Smooth broadcloths that wear and wear. (They're laboratory checked from raw yarn to finished shirt!) Rich oxfords at ease with informal or business suits. (More than a thousand tests a month insure uniform quality.) All Sanforized, all laundry tested, all double checked by Van Heusen's own testing laboratory. A new shirt free if your Van Heusen shrinks out of size! And, they're all

distinguished by Van Heusen's collar styling and seamanship, adding extra quality to each detail: Figure-fit lines . . . action-room at shoulders, armholes, elbows . . . tug-proof pearl buttons. . . Yes, we're boasting about every one of them—and so will you! \$3.25, \$3.95 and \$4.50.

New! Van Heusen Ties in Nylon Grenadine, in a wide range of smart solid colors, \$1.50.

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...beauties for value... **Van Heusen** shirts



THE CULT OF THE LOVE GODDESS IN AMERICA

Rita Hayworth, a movie star and princess of American glamour, symbolizes a phenomenon of profound sociological significance

by WINTHROP SARGEANT

ON Oct. 17, 1918, under such obscure circumstances as might have attended the birth of a new Dalai Lama, a dark-haired Spanish-Irish-American baby was born in an upper West Side New York hospital and was subsequently christened Margarita Carmen Cansino. By 1941 the dark-haired baby had blossomed into a red-haired girl whose undulant figure and speculative smile were already becoming as familiar to Americans as those of the Madonna were to the Italians of the Renaissance. By 1945 at least 6,000 Americans a week were busy writing her poems and prayers, and the armed forces of the most powerful nation on earth were carrying her enshrined image with them into war-battered cities, jungles and typhoons. In 1946, during Operation Crossroads at Bikini Atoll, her picture was reverently and symbolically pasted to an atomic bomb while the world's scientific and military minds anxiously awaited one of the greatest destructive explosions mankind had yet contrived. A few months later an expedition into the wilderness of Canada's unexplored Headless Valley came across an abandoned trapper's shack. In it the expedition found three things: a candle, a can of beans and her picture. Soon an expedition to the South American jungle will plant a print of her latest movie, *Down to Earth*, in a time capsule at the base of the Andes Mountains, where it will no doubt someday be unearthed by historians piecing together the archaeology of ancient 20th Century civilization.

To these historians it will be obvious that Rita Hayworth, as Margarita Carmen Cansino was known in her cinematically transfigured form, was only incidentally a movie actress and a dancer and that her place in ancient American civilization was actually that of an important religious institution. For comparisons they will inevitably turn to the goddess Aphrodite, who was worshiped by the still more ancient Greeks. As to the significance of the movie *Down to Earth*, they will be under no misapprehensions. Ostensibly *Down to Earth* is a drama, which, as several critics have pointed out, is one of the shoddier, duller and more heavy-handed examples of a type produced with relentless regularity by the Hollywood studios. The idea that it is really a drama and hence subject to the laws of esthetic criticism exists, however, only in the minds of movie critics. The American public, less hampered by academic theories, knows and accepts it for what it is: a ritual. It is a ritual in which the great American love goddess re-enacts her perpetual legend—in this instance the Passion, according to Harry Cohn, president of Columbia Pictures. Its premiere has been fittingly heralded by the sort of incantatory advertising that commonly precedes a new celebration of the ritual: "Who is she? Where is she from? They say she kissed 2,000 men. . . . She's out of this world, and down to earth in Technicolor with music. . . . She sings! She dances! She's terrific! But who is she?" The answer is, of course, that she is Aphrodite. The proper heading for the discussion of this phenomenon is, obviously, not esthetics but theology.

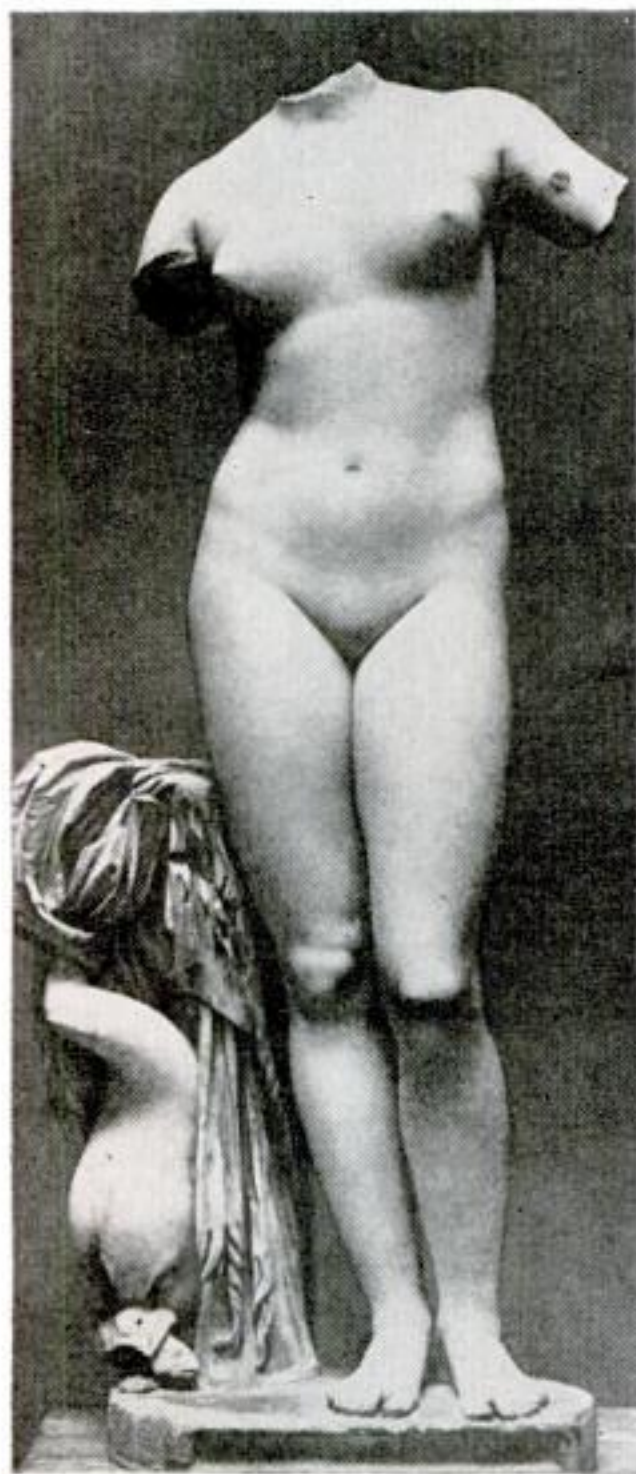
The legend itself, endlessly repeated in 90% of the movies present-day Americans see, is not unique or remarkable, but its peculiar position in American folklore undoubtedly ranks it as one of the curiosities of anthropology. Its supernatural or purely mythological character is attested by the fact that it has nothing

whatever to do with real life. The goddess, endowed by a vast priesthood of make-up men, costumers, cameramen and hairdressers with a concentrated allure no real woman could approach, moves through the ritual as its center and goal; minor variations of plot are unimportant. She is pursued by the hero, who overcomes various obstacles in the process and is finally rewarded with a sacramental kiss or a walk with the goddess, arm in arm, into the illusory future. Despite the fact that sex is presented here as a sugar-frosted dream of romance rather than a procreative reality, no doubt is left as to its all-pervading power.

There is, in the legend, no important reason for the hero's actions other than the overmastering desire for conquest of the goddess' goodwill. The sacramental kiss or walk is the symbol of this conquest and occupies the climactic position in the ceremony that the dagger, the ax or the cup of poison did in the theaters of the Greeks and Elizabethans. This peculiar feature of the ceremony, in which sex rather than death is revealed as the ultimate reward of mankind's nobler impulses and struggles, is peculiarly American, and Americans refer to it as the "happy ending." The moral of the rite is, of course, that sex is the most important thing in the world and that it leads to eternal happiness.

Now there is nothing particularly new about this legend. It has existed in more or less sophisticated forms in honor of various love goddesses, tribal heroines and water sprites from the time of the Phoenician Asthathroth, the Lady of the Troubadours and the assorted Undines and Loreleis of Teutonic mythology. What is new in its 20th Century American form is its ubiquity and the universal optimism which greets it as a profound religious truth. The age-old sex goddess has emerged from the status of a minor folk deity with a rather shady reputation into that of an overwhelming, industrialized Molochian idol to which millions of otherwise sane Americans pay daily tribute. The important historical distinction is that in previous eras the goddess was regarded with considerable skepticism. The legend about her frequently ended in the discomfort of the humans who participated in it (it is no accident that virtually all the great love stories of the past are tragedies). The sex goddess in the past, moreover, occupied a position distinctly subordinate to gods and goddesses of greater wisdom and stability. It has remained for Americans of the hard-boiled 20th Century to enthrone Aphrodite as the supreme deity of their popular religion, to portray her rather dubious machinations as the most exalting and satisfying of human experiences and to subscribe with unquestioning faith to her incessant litany that sex is the most important thing in the world.

The effect of this curious attitude on American mores may well frighten sober thinkers. The Johnston Office, which controls the taboos of the goddess' cinematic ceremonies, devotes a great deal of its energies to censoring the letter of her true sexual nature while letting her spirit triumph without limit. Innocent American moppets are carefully protected from scenes of overt vice, meanwhile being systematically inoculated with a philosophy of sex that, if taken seriously, would lead its converts straight to the loony bin. And millions of adults, unable to rid themselves of their obsession with glamour, follow the same ritual to its final grand



APHRODITE, Greek love goddess, was the predecessor of girls like Rita.

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CLARA BOW, "It" girl of the '20s, was goddess to movie-struck flappers.



JEAN HARLOW broke all of Hollywood's glamour records during '30s.

LOVE GODDESS CONTINUED

delusion, breaking up their families, lowering the national birth rate, crowding our psychiatric institutions and striking the world which now depends on us for political leadership as a group of mentally arrested adolescents.

Rita Hayworth is, of course, not the sacred sex goddess' only human embodiment. Lana Turner, Betty Grable and a horde of less acclaimed actresses, pin-up girls and models daily perform her sacrament. In the field of advertising she is the supreme symbol of mankind's desire for comfort and luxury. Mattresses are sold with the subtle suggestion that she, in all the power of her feminine glory, will be found invitingly snuggled upon them. By a more metaphorical process, the goddess manages to endow even such inanimate objects as tractors and adding machines with sexual allure. Men's socks are sold because they have her "smart good looks" and "fine construction." In viewing this curious spectacle it is difficult to avoid the conclusion that Americans not only think of sex as the ultimate goal of all their social and economic activity, but that they actually buy automobiles and refrigerators for reasons that are, at least in part, sexual.

The feminine point of view

THE female response to the goddess is somewhat different but no less fervent than that of the male. It is a curious fact that the sex goddess has never had a male counterpart of comparable dignity and power. Though calf-brained bobby-soxers may swoon occasionally over visions of Tyrone Power or Jimmy Stewart, the male position in the religious hierarchy is comparatively humble, and like Apollo and Siegfried they symbolize action rather than passion, masculine yearning and human fallibility rather than the deified essence of sex. The goddess herself is in a different category. American women regard her with an abject, slavish worship that suggests the goose-stepping uniformity of the totalitarian state. From 18 to 80 they watch the goddess' slight changes of appearance, character and mood, cutting their clothes and coiffures, shaping their lips and hips in a determined and relentless effort to be as much like her as their physical limitations will permit. Several of the country's largest industries are devoted to helping them attain this desire, the theoretical end product of which would be the emergence of an abstract, mechanical, ideal woman, endlessly repeated like the car that issues from the end of the production line, differing from others of its kind only in such minor features as color and optional extras.

The enormous distribution supplied by photographic and printing technology has made the goddess practically omnipresent. Her image will be found on country roads as well as in the more crowded scenery of our cities. But the supreme enactment of her religious rite takes place in the darkened temples of American moviedom. Among the throng of industrialized Loreleis and mechanized Madonnas who portray her myth for the American public, Rita Hayworth is and has been for some time the queen.

Rita Hayworth in her role as the goddess is more intimately known

CONTINUED ON PAGE 85



Two can sleep comfortably as one under this new Simmons Electronic Blanket. It's the only blanket that automatically adjusts itself not only to room temperature changes, but also to any change in body heat radiation! Takes the chill from icy sheets and keeps both of you sleeping snug and warm under just one light, luxurious cover all night long . . . regardless of weather.

Here it is...the Only Blanket

that keeps you sleeping snug and warm this better way—electronically!



EXCLUSIVE SIMMONS ELECTRONIC CONTROL

Look! You set the Control in September at your ideal sleeping temperature and forget it till June. Completely automatic, the Simmons Electronic Control adjusts the flow of warmth in your blanket, both for room temperature changes and for changes in the heat radiation from your sleeping body! It's the better way. You can't get too cool or too warm.

© 1947, Simmons Co., Mfg. Mart, Chicago, Ill.

IT'S a new kind of automatic blanket with a new kind of Comfort Control . . . not just electric—*electronic!*

It's the better way to sleeping comfort because it controls warmth *two ways*: (1) it adjusts to room temperature changes and (2) *also adjusts to any change in the heat radiation from your sleeping body.* It's the only blanket that thinks for you while you sleep—electronically. You can't get too cool or too warm.

And just one of these new Simmons Electronic Blankets is all you need to protect you against sudden drops in temperature and to keep you cozy all winter long. It's light . . . but it actually takes the place of three or four heavy blankets.

It makes good sense for busy housekeepers, too . . . just one blanket to make up on your bed . . . just one to store in summer . . . just one to keep clean . . .

The new Simmons Electronic Blanket is so safely and sturdily constructed, it has been approved by Underwriters' Laboratories for washing in your washing machine, or you can send it to the laundry. Certified washable by the American Institute of Laundering.

Just one price \$44.50, plus tax. Costs only a few cents a week to operate.

See this new Electronic Blanket at your favorite department or furniture store today. Made only by Simmons, maker of the famous Beautyrest Mattress.

In five decorator pastels: rose, peach, cedar, blue, green, rayon-satin bound. Full-sized, fits single or double beds.



Every Simmons Electronic Blanket carries this Seal of Underwriters' Laboratories, Inc.—your extra measure of assurance.

Only **SIMMONS** makes the
Electronic Blanket

Makers of the famous Beautyrest Mattress, Deepsleep Mattress.
Ace Spring, Hide-A-Bed Sofa, Babybeauty Crib Mattress.

There is always a Right time... **HARVEL**
One of the World's Fine Watches



Clockwise around the holly... Harvel's 17 jewel, sweep second gold filled, man's watch, \$47.50; 17 jewel, 14K white gold, lady's watch with 14 diamonds, \$310.00; man's sweep second, 17 jewel, gold filled watch, \$47.50; lady's 17 jewel, platinum watch with 16 diamonds, \$430.00; 17 jewel, 14K gold, man's watch, \$95.00.

Shown on her wrist the 17 jewel, 14K white gold Harvel, \$65.00.

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LOVE GODDESS CONTINUED

to many Americans than their wives or sisters. They have watched her gravely sensuous face, with its curious flat-topped forehead and amber-colored eyes, register the whole gamut of emotion from petulant fury to little-girlish glee. They have watched the wind rustling through the freshly shampooed masses of her famous red hair. They have heard whispered words of love from her full, voluptuous lips. They know every detail of the proud, assured, feminine Hayworth walk. They have gloated over the Hayworth personality—that ideal mixture of American girlish health with just a teasing trace of Latin dignity and feline exoticism. They have noted how the Hayworth look contains subtle traces of the goddess' other standard impersonators—slight suggestions of the kittenish predatoriness of Lucille Ball, the healthy sensuality of Ann Sheridan and Esther Williams, the wide-eyed, virginal innocence of Loretta Young. They have followed the vicissitudes of her private life, her marriages and divorce, the birth of her child, the adventures of those fortunate few males who occasionally take her dancing or play tennis with her. They have listened while her press agents piously intone her anatomical statistics: "Height 5 ft. 6 in.; weight 116 lbs.; bust 36; waist 26; hips 35; thigh 19; calf 14; ankle 9." Within the past few weeks they have even been able to listen to her heartbeat, a remarkably placid and steady performance which has been recorded with special stethoscopic equipment as an accompaniment to a song called *That's What Your Heart is For* on a popular and universally available disk.

Metropolis or myth?

THE technical projection of Rita into the role of the goddess involves, of course, the meshed wheels of a gigantic industry and the ministrations of a cult that occupies an altogether special position in American life and thought. The center of the industry and home of the cult is Hollywood, a city that never seems quite to have made up its mind whether it is a metropolis or a myth. Virtually everything in this city is affected by a curious occupational obsession with the necessity of deceiving the human eye. Hollywood looks modern, new and efficient. Actually it is a city so inconvenient to live in that its inhabitants often have to drive for miles to obtain such creature comforts as a package of cigarets or a newspaper. Its homes are not built to live in but to look at. Its architecture is a lonely gesture toward unreality, in which derby-shaped temples and Tudor fortresses compete valiantly against a prevailing atmosphere that suggests a human parking lot. Its restaurants, with few exceptions, are not built to eat in but to look at. The interminable steaks they serve are surrounded with lacy negligees of French-fried onions and served in a theatrical atmosphere that never quite conceals a prevailing flavor resembling that of broiled plasterboard. The majority of Hollywood's citizens—both male and female—are also built to look at. Their social and intellectual mentors are either people who are worth looking at (like Lady Mendl and "Slapsie Maxie" Rosenbloom) or people who discuss the habits and looks of others who are worth looking at (like Louella Parsons). Its hierarchy of wealth and power radiates downward from the people who are most worth looking at and the people (like Louis B. Mayer) who control the destinies of those who are most worth looking at. It follows that the ambition of all Hollywood is either to be worth looking at or to manipulate the careers of those who are. Aided by a wonderful outdoor climate and a complete isolation from the world's major intellectual currents, its inhabitants live like a colony of profane yogis, assiduously mortifying the spirit for the good of the flesh.

The industrial machinery which communicates this interesting way of life to America's faithful moviegoers is vast and complex. The mere upkeep of a star like Rita Hayworth involves an unseen army including a dozen press agents, a staff of 30 or 40 make-up men, a half-dozen cameramen and photographic operators, a dozen *couturiers* and hairdressers and an endless stream of directors, assistant directors, script writers, cutters, scenic designers, carpenters, lawyers, agents, accountants and stenographers. At its head, commanding with a hoarse voice and liberal profanity, is the formidable personality and stocky figure of Harry Cohn, omnipotent headman of Columbia Pictures. Cohn, who refers to Rita affectionately as "the fourth most valuable property in the business," has singlehandedly built Columbia into one of Hollywood's major studios, and he is proud of his achievement. His shrewdness in judging the taste of America's moviegoing millions has never been questioned, and legends are beginning to form about him similar to those that surround his powerful competitor, Sam Goldwyn. Of the legends about Cohn's perspicacity perhaps the most prevalent one has to do with the script of the recent movie *The Bandit of Sherwood Forest*, which Cohn was reading prior to shooting. Disturbed by the dialog which bristled with such early Anglo-Saxon expressions as "Yea, sire" and "No, sire," Cohn stepped to his interoffice microphone

CONTINUED ON NEXT PAGE



"I've been sleeping on my inheritance"

It's always a temptation to use an inheritance right away, rather than wait cautiously and "sleep on it" till you think of a nice, sensible way to use it.

Mrs. Lane L. Meisenheimer of Grand Rapids, Michigan, was especially lucky. She slept on her inheritance . . . and *still* had the fun of using it right away.

Her legacy, you see, was the "beautifully white, caressingly soft" Pequot sheets which her "Gramma" had always kept for special occasions. But modern Mrs. M. believes in *using* her prized possessions. So *this* is how she figured, according to her letter to us:

"I decided that sheets which lasted so many years for Gramma would be the economical, as well as the nicest-to-sleep-between sheets for all occasions. So I used them constantly . . . on my bed, on Junior's, and in the guest room, too."

And her faith was *amply* justified! For, writes Mrs. Meisenheimer:

"Those Pequots are still tops for sleeping comfort, the luxury look, and the way they've stood up under Junior's bedtime rampaging. I'm a thousand times grateful to Gramma . . . and I want to thank you Pequot people for a simply wonderful product."

And we thank *you*, Mrs. Meisenheimer. And *all* of you wonderful housewives whose love for Pequot's well-nigh indestructible muslins has made them *America's most popular sheets*.

P. S. Don't forget—Pequots are the sheets with the handy projecting size tabs . . . and double-tape selvages for extra strength.

Pequot Mills, Salem, Massachusetts.



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so long-wearing

No Wonder
Fleischmann's makes
America's most delicious Martini



NOT JUST DRY
IT'S
"DRY" DRY

—without the slightest
trace of sweetness!

Yes, Fleischmann's Gin is "dry" dry . . . 100% dry! That's one of four big reasons why Fleischmann's makes America's most delicious gin drinks. Reason Two: Fleischmann's has a superbly delicate, light taste! Reason Three: Fleischmann's is so very, very smooth! Reason Four: Fleischmann's priceless mixability provides the perfect base for Martinis, Tom Collins, all gin drinks!

90
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**DISTILLED
DRY GIN**
90 PROOF

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FLEISCHMANN'S
*America's
First Gin*



DISTILLED FROM AMERICAN GRAIN — 90 PROOF.
THE FLEISCHMANN DISTILLING CORPORATION, PEEKSKILL, NEW YORK.

LOVE GODDESS CONTINUED

and bellowed for the author of the script. When the author arrived, Cohn asked him to sit down. "The story is colossal," he admitted, "but this is a medieval drama, see? Who wants modern slang in a medieval drama? What's all this 'Yes siree, no siree'?"

Considered as a commodity, Rita Hayworth is the most important single item processed by Harry Cohn's Columbia studios. And though in blustering moods his favorite motto is "Hollywood respects just two things: notoriety and fear," he actually treats her with friendly respect. The complexities of her professional life have, in fact, brought many a furrow to the meaty Cohn brow. One of these complexities erupted recently when Orson Welles (whom Cohn refers to snortingly as "that genius") decided to cut the goddess' hair and convert her into an upswept, sophisticated blonde for a role in the forthcoming picture *The Lady from Shanghai*. "Everybody knows," mourned Cohn wistfully, "that the most beautiful thing about Rita was her hair." But Welles was adamant, and Cohn gave in.

The subsequent ceremony took place on an Olympian scale befitting Rita's mythological status. Reluctantly Harry Cohn okayed the Welles directive on the changed coiffure. Artists were called upon for designs. Samples of various colors of hair were examined to determine the precise shade, which was later christened "topaz blond." Helen Hunt, Columbia's chief hair stylist, was flown from New York where she was on a honeymoon and directed to perform the actual cutting. Nearly

20 newsmen attended. The Hayworth hair was shampooed and bleached. While Helen Hunt hesitantly wielded the scissors, Orson Welles stood by with a determined scowl bellowing, "More! More!" There was more cutting. A new permanent wave was administered. A trip to the studio's make-up department brought forth a new shade of lipstick, rouge, powder, powder base and fingernail polish to match the bleached tresses. Jean Louis, head costume designer at Columbia, then made an entirely new selection of materials to be used in her future costumes. Among mosquito-infested swamps near Acapulco, Mexico, *The Lady from Shanghai* was finally shot. When it was finished Harry Cohn reluctantly shipped Rita herself off on a three-month vacation in Europe. The primary purpose of this vacation was to let Rita's hair grow again. Meanwhile Columbia's insatiable publicity department was deeply involved in negotiations



AS A CHILD of 6, Rita showed no promise of growing up to be a deity.

with Mme. Tussaud's famous London waxwork museum, hoping that the shorn Hayworth tresses might ornament a wax image of Rita. Mme. Tussaud, however, turned the offer down, and Rita's hair wound up in a dressing-table drawer in Columbia's hairdressing salon, where it reposes to this day. Some 1,000 requests from the faithful for locks of Rita's tresses were politely refused.

The real Rita

IT seems incredible that at the center of these heroic industrial operations there should exist a rather likable, simple and completely unaffected human being. Nevertheless the real Rita Hayworth, whose place in Columbia Pictures might be likened to that of a prize tomato in a gigantic canning factory, is precisely that. The explanation probably lies in a number of things: in a family background of theatrical tramping which has always taken public acclaim in its stride; in a type of daily life that, for all its glamour, involves an enormous amount of hard work; in a certain temperamental placidity and an extreme native shyness that keep Rita herself more or less insulated from the unbelievable whoop-dee-do that surrounds her.

Like most movie stars, who in this respect differ radically from actors of the legitimate stage, Rita Hayworth looks and acts very much like her public personality. All the little mannerisms that the faithful have identified with her impersonation of the goddess—the graceful walk, the speculative smile, the way of tossing her head, the helpless shrug and grotesque, little-girlish strut with which she accompanies a humorous sally—are characteristic of the real woman. The only thing conspicuously missing is the dialog, which except under extreme mental stress or in the company of very intimate friends, is likely to

CONTINUED ON PAGE 89



At the Claridge in Atlantic City

- In the merry Mayfair Lounge of the famous Claridge Hotel in Atlantic City, Webster Cigars supply the supreme smoking enjoyment. There are five different sizes of this fine cigar... and each is made of 100% long Havana, bound in top-quality Broadleaf and wrapped in finest Connecticut Shade-grown, dependable in flavor, unchanging in blend.

- 75,000,000 were smoked last year. This year the number will be 75,000,000 *plus*. During 1947 men who appreciate quality cigars will smoke as many more as we can provide.

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ADV. BY H. W. RYER

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THE TEXAS COMPANY



LOVE GODDESS CONTINUED

dwindle into a cautious vocabulary of "yes," "no" and "maybe." Despite a complete indifference to clothes, which causes her to spend practically all her nonprofessional time dressed carelessly in slacks, the Hayworth look, which is the marvel of movie cameramen, is an indestructible part of her. Late one night during the filming of *The Lady from Shanghai* in Mexico, Orson Welles and George Lait, Columbia publicity man, were arguing about this feature of her equipment over a bottle or two of tequila. Welles, with a husband's critical detachment, maintained that all women, including Rita, looked pretty frowzy in their off moments. Lait demurred, and made a bet with Welles. Accompanied by a still cameraman, they invaded Rita's tent, woke her out of a sound sleep and shot off a flashbulb in her face. When the picture was developed Lait won his bet. It was as serenely beautiful as any of the official nightgown pictures that had inspired heroic deeds in World War II.

In a city that crawls with ambitious, self-propelled, predatory, sugar-cured, artificially glazed and chromium-plated women, Rita's placid good nature and simple forthrightness stand out in extraordinary relief. She takes her acting very seriously and has the reputation of being, with the possible exception of Bette Davis, the hardest worker in Hollywood. She takes movies very seriously, collects fan magazines, reads Louella Parsons with unquestioning reverence and signs innumerable autographs. When she got the news that the famous bedroom picture of her, taken for *LIFE* by Bob Landry, had been glued to the Bikini atomic bomb, Rita broke into tears of real gratitude. On the studio lot Rita enjoys a sort of affection reserved for few actresses of comparable standing. She will stand and sit dutifully through hours of fashion and advertising stills for Columbia's Lincoln, Chesterfield, Max Factor and other accounts, without a trace of impatience or any thought except to please the photographer. For other movie stars and for directors, writers and other people of any intellectual pretensions, she has enormous respect. Already a famous star, she once sat in open-mouthed admiration at a dinner for Jean Arthur, deeply moved by what she considered an overwhelming opportunity to associate with a great actress. With the press, her diffidence is apt to produce complete inarticulateness until a desperate reporter breaks down and explains exactly what he wants her to say. Then, in a generous fever of cooperation, she will tell him practically anything in a sincere desire to help him get a good story. Her reaction after an interview, a public appearance or a difficult job of shooting is invariably the sort that might affect a little girl after her first appearance in a school play. She immediately tackles the director or the publicity man or other factotum in charge and anxiously inquires, "Did I do well?" When this question elicits an approving smile or a pat on her shaggy head, Rita is inordinately happy.

The power of passivity

THE fundamental trait of Rita's character is simply the desire to please people. She is almost the perfect embodiment of that quality of passivity which poets, in more classically minded times, thought of as the essence of the female nature. Like the ideal, theoretical woman, Rita exerts enormous power by merely existing. She causes or inspires action, but she does not act herself except in response to the desires of others. Males, on meeting her, experience sudden atavistic impulses to flex their muscles or stand on their heads for her benefit. The faculty inevitably suggests a comparison with the legendary Helen of Troy whose face launched a thousand ships, a comparison which is, of course, somewhat unfair to Helen, whose relatively unimpressive feat reflects an age of handicraft instead of one of technology. Rita, like Helen, is totally lacking in ambition and is mentally incapable of initiating anything on her own. But somebody has always wanted to launch something for Rita. Her life is a history of masculine effort exerted in her behalf by husbands, directors, producers, publicity men and managers. Rita, at her end, has done what she has been told to do, worn what she has been told to wear, learned what she has been told to learn and said what she has been told to say with infinite patience and good nature. Though the idea of doing anything for its own sake is completely foreign to her, she will accomplish prodigies to please others. Few women have more willingly and deftly submitted to becoming the passive material out of which a myth can be created, and this fact, added to her rather remarkable physical qualifications, goes a long way toward explaining her success.

At the age of 4, Margarita Carmen Cansino started her career of pleasing people by pleasing her father. She used to run the bathwater for him in the New York hotel where the Cansino family lived the restless, impermanent life of Broadway show folk. In the world of U.S. vaudeville the Cansinos were famous people. They had already been famous for a generation or two in Spain where Rita's grandfather, Antonio Cansino of Seville, had won his laurels as a great

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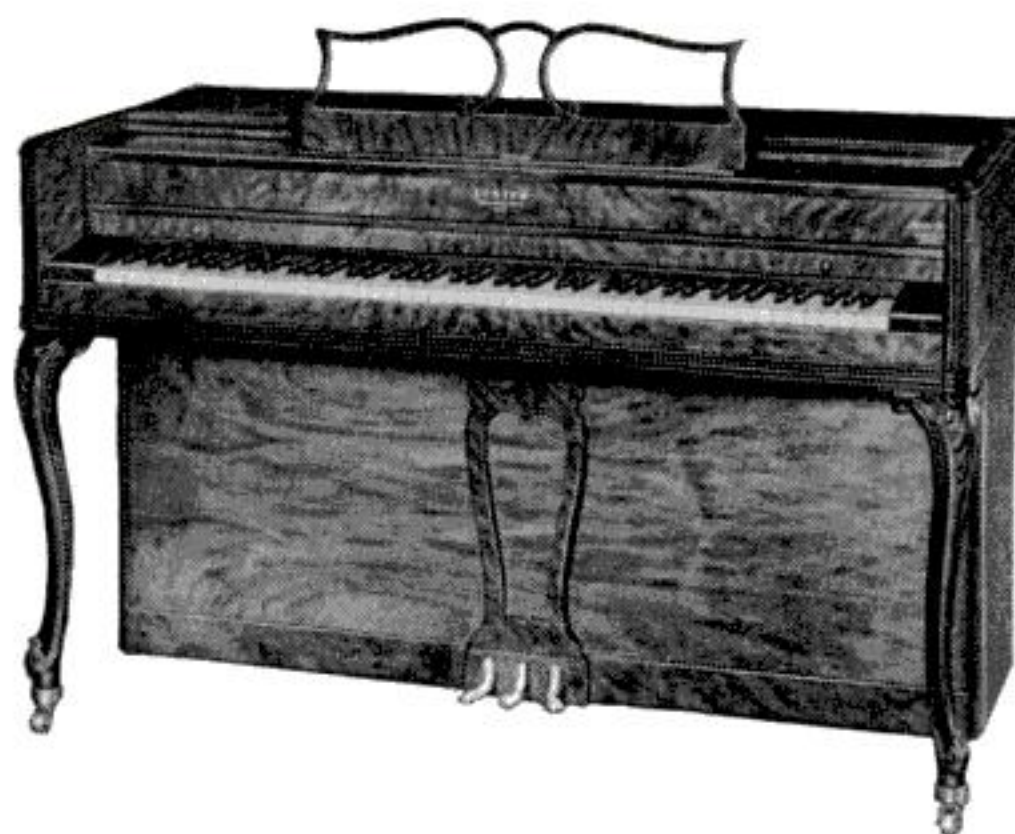
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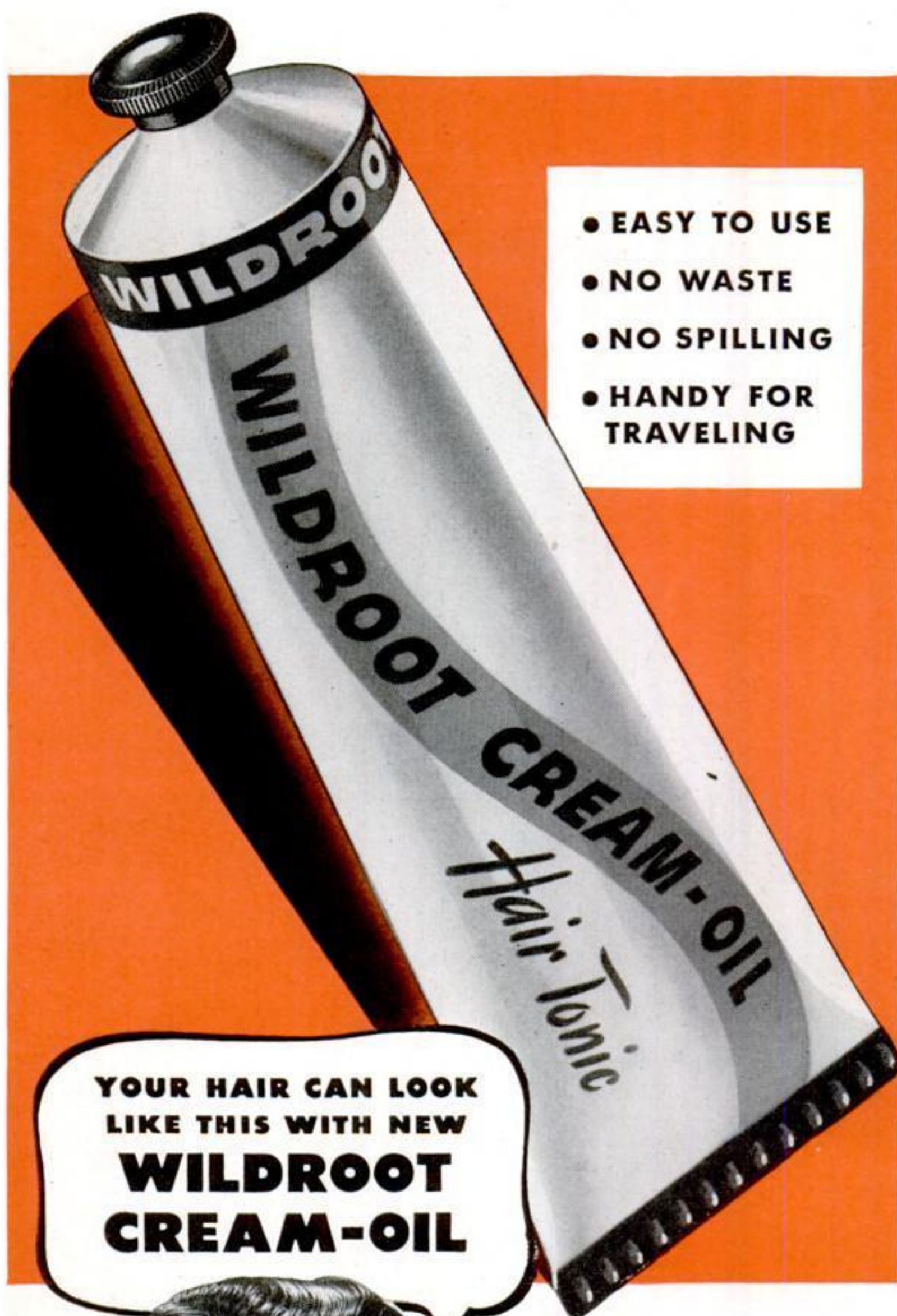
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GET A TUBE at your drug or toilet goods counter today! See for yourself how Wildroot Cream-Oil... the non-alcoholic hair tonic containing LANOLIN... grooms your hair neatly and naturally, relieves dryness and removes loose dandruff. Then you'll know why Wildroot Cream-Oil is again and again the choice of men who put good grooming first.

IMPORTANT: Smart women use Wildroot Cream-Oil for quick grooming and for relieving dryness. Mothers say "Wildroot Cream-Oil is excellent for training children's hair!"



AS HER FATHER'S PARTNER, 16-year-old Rita attracted attention of Hollywood bigwigs while dancing in nightclubs across border in Agua Caliente.

LOVE GODDESS CONTINUED

Spanish dancer at the court of King Alfonso. Rita's father, Eduardo Cansino, had once tried to throw over the family profession in favor of the bull ring but had been indignantly thrown into the Seville jail by Antonio until he promised to mend his ways. In 1913 with his sister Elisa he had made his way to New York as a Spanish dancer under the patronage of the socially prominent Mrs. Stuyvesant Fish. There he had married Volga Haworth, a Ziegfeld showgirl, and settled down to raise a family between dancing tours with his sister. Even as a moppet of 6, Rita was given dancing lessons and taken along on the road, sleeping in trunks, watching from the wings and furtively plastering herself with make-up in the family dressing room backstage.

"She ain't no baby"

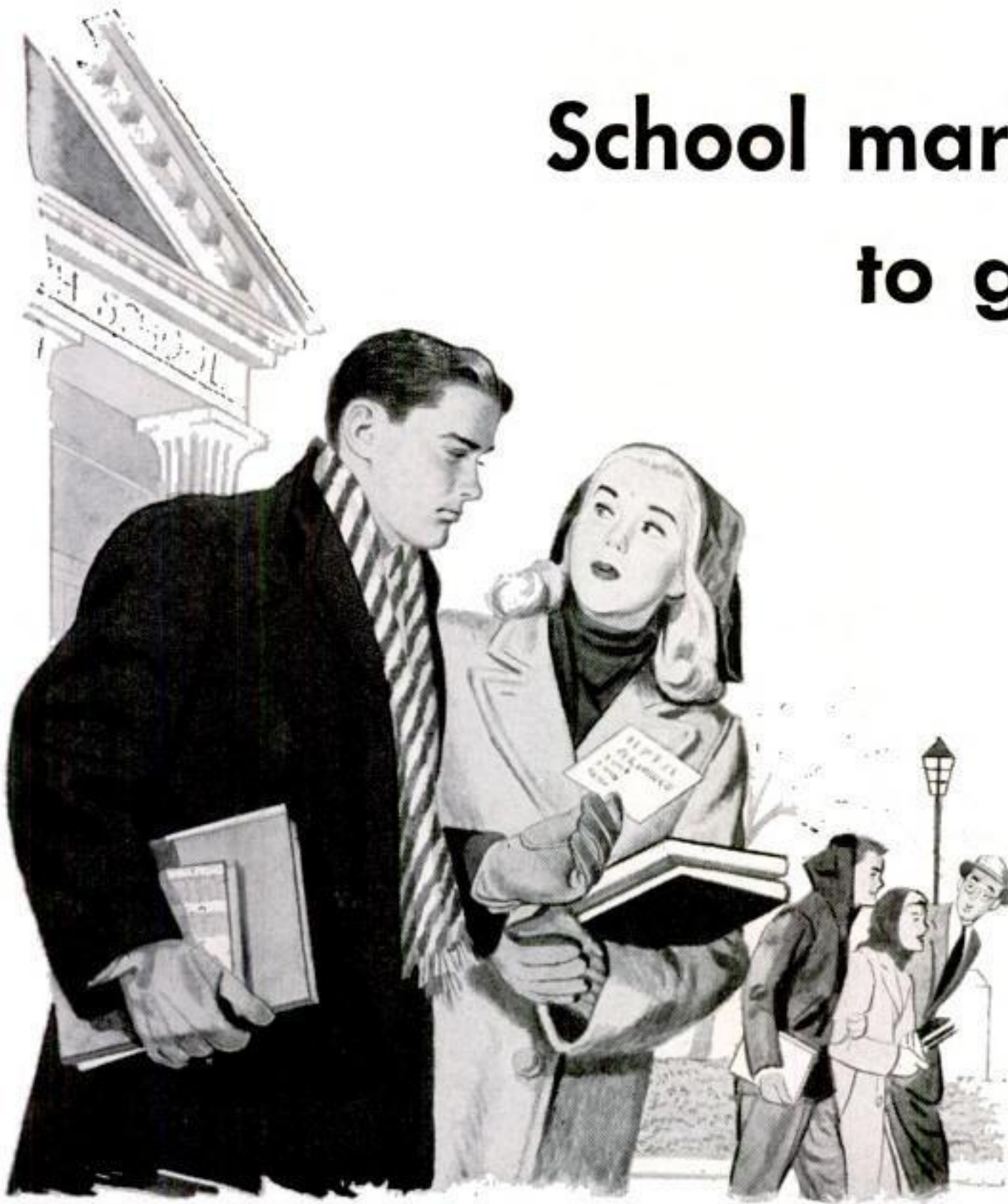
IN 1928, foreseeing the doom of oldtime vaudeville, Eduardo Cansino moved his family to Hollywood, where he opened the dance studio which he still maintains, and ultimately became a dance director for Fox Studios. A few years later he presented his daughter, now a buxom, black-haired, sultry-looking girl of 14, in a Spanish dance routine at the premiere of the movie *Back Street* in Hollywood's Carhay Circle Theatre. The event caused no particular ripple at the time. But it struck Eduardo, who was watching from the audience, as something of a revelation. "All of a sudden," as he explains it today, "I wake up. Jesus! She has a figure! She ain't no baby any more! We can't wait around here, I think."

Eduardo did not wait around. With the astute instincts of a professional, he moved the family to Tijuana across the Mexican border and began presenting Rita as a regular member of his troupe. They danced at the Foreign Club and the Hotel Caliente, both prominent night spots that were frequently visited by the great and near great of Hollywood moviedom. Eduardo Cansino was a very strict parent. Once Rita had finished her routine on the dance floor, she returned demurely to her dressing room and stayed there until closing time. On only one occasion during this period did he permit Rita to have a date—with a duly impressed young man she had met respectably outside the club. Father Cansino seated them at one of the tables, bought them a bottle of champagne and then hovered around all evening to be sure that nothing untoward happened. In the daytime Eduardo Cansino took his daughter by the hand and trotted her around the Hollywood casting offices. A few years later he was beginning to wonder whether Rita would ever have gumption enough to go anywhere by herself.

Finally Eduardo's plan began to bear fruit. Fox came through with a screen test and Rita got her first movie role—a small ballroom-dance sequence in the prologue of a dreadful cosmic spectacle called *Dante's*

CONTINUED ON PAGE 92

School marks slipping? Here's how to give 'em a boost!



1. Do you sit by while others get better marks than you do? If so, listen to this . . .

A survey made by educators revealed that, when school work is typed, marks definitely improve! What's more, students who type do *more* work in *less* time, make 32% fewer errors in grammar, 40% fewer errors in spelling!



2. If you are looking for a helpful hand with *your* school grades, get a Royal Portable Typewriter! Speak to Mother or Dad about it . . . show them where a Royal Portable is the *best* typewriter investment they could possibly make in your young life!

For Royals are built to stand by you a l-o-n-g time! You'll get years and years of helpful service from your Royal.



3. Here are just three of the many time- and labor-saving features of a Royal Portable:

"Magic" Margin—The exclusive Royal way to set your margin quickly and easily . . . with just the flick of a finger!

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And there are loads more of these features! Your Royal Portable dealer will be happy to show them to you. Ask Mom or Pop to come along!

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AMAZING BEAUTY NEWS!
MICROSCOPE SHOWS

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Sweet Heart

*Let This Heavenly Gentle Care
Reveal the True Beauty of Your
Lovely, Delicate Skin*

• No other charm matters unless your skin looks its rose-petal loveliest! So discover this exquisitely mild and gentle beauty care.

For pure, mild SweetHeart gives satin-soft billows of luxurious *extra lather*. And now pictures taken through the microscope prove SweetHeart's *extra lather* has a gentle *floating lift*... prove its step-by-step beauty help.

Countless bubbles bathe the outer pore openings... *lift off*—float away the dirt and dry skin flakes that hide natural smoothness, natural radiance.

• So reveal the true "sweet-to-kiss" touch of your skin with SweetHeart's *Floating Lift* Beauty Care. Night and morning, massage your face one minute with SweetHeart's *extra lather*. Rinse with warm—then cold water. Your skin is cleansed... stimulated... more radiant!

SWEETHEART
The Soap that AGREES with Your Skin



• For tub and shower, you can now also get the new, large bath size. SweetHeart's *extra lather* with its *floating lift* is marvelous.



MOTHERHOOD, with the assistance of husband Orson Welles, detracted not a whit from Rita's high Olympian status. Her fan mail rose in quantity.

LOVE GODDESS CONTINUED

Inferno. At about the same time she was momentarily considered and then turned down (probably wisely) for the role Loretta Young eventually played in *Ramona*. But Rita stayed on at Fox as a \$200-a-week stock girl, became duly anointed as a Wampus baby and appeared as a bit player in things like *Under the Pampas Moon* and *Charlie Chan in Egypt*. She also played in a number of independent westerns, usually cast as a Mexican or an Indian, an experience which seems to have contributed nothing to her career except a lifelong dislike of horses.

By that time Father Cansino had done about all the ship-launching he could do, and the stage was set for Eddie Judson, a middle-aged ex-gambler and agent for Isotta-Fraschini cars, who came to Hollywood to engage in business, mainly as front man for a Texas oil promoter. Judson combined a rather fatherly appearance with the tested abilities of a city slicker. He was the first man Rita had ever ventured out alone with. The family approved, and Rita married him. He was exactly what Rita needed. Judson was a promoter. He promoted Rita as if she were another Isotta-Fraschini. He managed her business affairs. He told her what to wear and saw that she was seen with the right people. Rita complied dutifully. Two of the right people were Columbia's Harry Cohn and Howard Hawks, who promptly cast her as a Latin menace opposite Richard Barthelmess in her first A picture, *Only Angels Have Wings*. Columbia's publicity department promptly got to work. Under the astute eye of its fashion experts, Rita was converted from a brunette to a redhead and from a piece of Latin local color into the less exotic but more salable status of an American-type clotheshorse. Rita had by now adopted her Anglo-Saxon name, which was formed by adding a "y" to her mother's maiden name, Haworth, thus making its pronunciation less obscure. Her subsequently celebrated red hair made its debut, curiously enough, in a black-and-white movie where it looked indistinguishable from its former brunet, but the movie's title, *The Strawberry Blonde*, whetted a public appetite that was later gratified in Technicolor in *Blood and Sand*.

So far Rita's modest dramatic talents had not earned her anything more than secondary roles. But her dancing talents shortly got her the role of Fred Astaire's partner, and another ship had been launched. Her two pictures with Astaire (*You'll Never Get Rich* and *You Were Never Lovelier*) did more to make Rita a celebrated movie figure than all the trouping she has done before or since. To please Astaire, Rita worked like mad. "She learned steps," Astaire commented later, "faster than anyone I've ever known. I'd show her a routine before lunch. She'd be back right after lunch and have it down to perfection. She apparently figured it out in her mind while she was eating." Overnight Rita slipped into star billing, a contract that eventually ran to \$6,500 a week and a proved box-office rating that made her Columbia's biggest drawing card. Her subsequent pictures, *Cover Girl*, *Tonight and Every Night* and *Gilda*, were all true vehicles for the impersonation of America's goddess of glamour, and together grossed more than \$20 million at the box office.

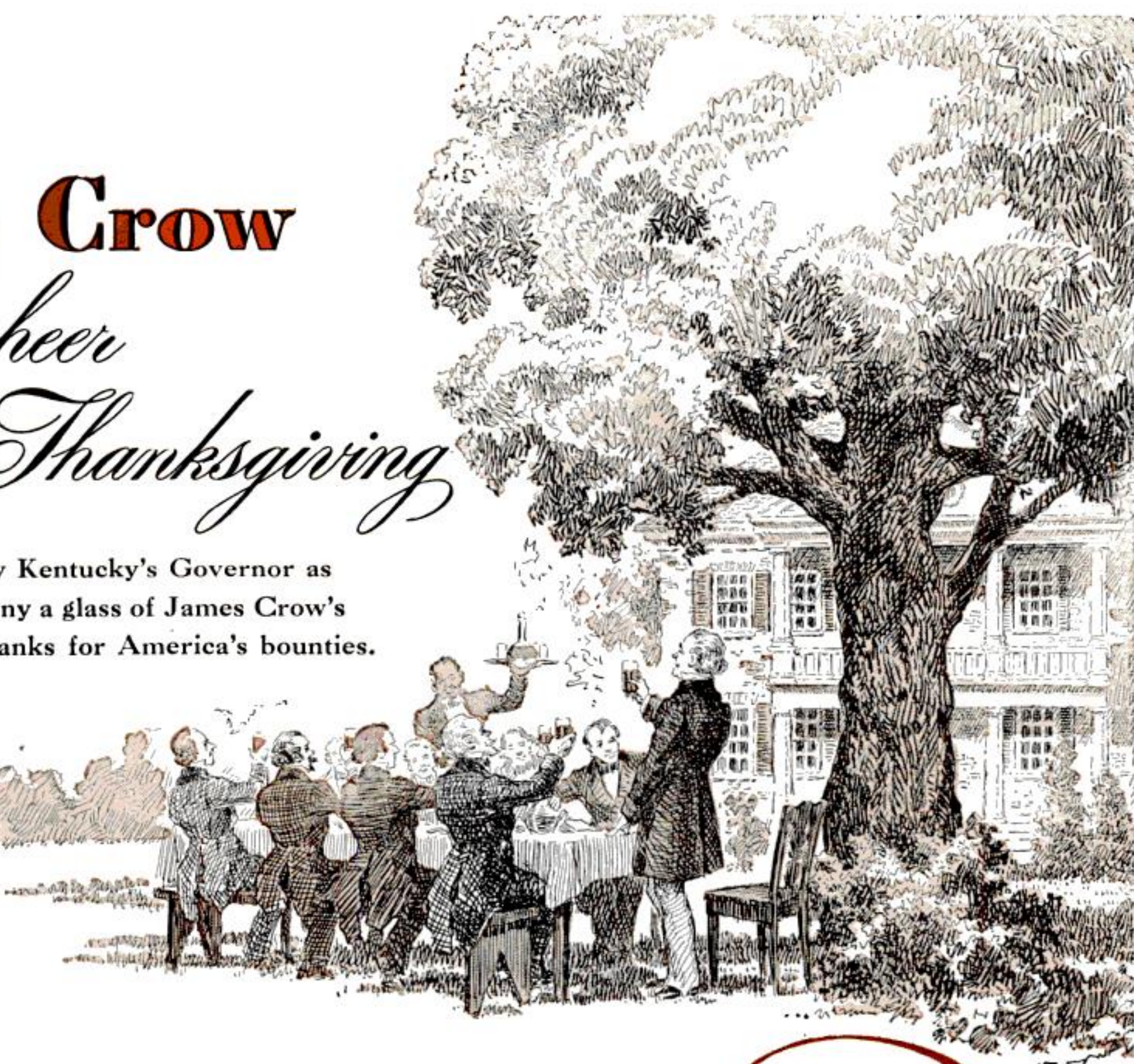
Eddie Judson had long since disappeared via the divorce courts, and the U.S. Coast Guard had nipped off a budding romance with Victor Mature when the man who launched the invasion from Mars appeared on the scene. Hollywood wags referred to the subsequent romance and

CONTINUED ON PAGE 94

Col. James Crow

Furnished cheer for Kentucky's first Thanksgiving

On September 26, 1844, the day set aside by Kentucky's Governor as that state's first official Thanksgiving Day, many a glass of James Crow's already famous whiskey was raised to give thanks for America's bounties.



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You'll find "Counterpoint" utterly unlike any brassiere you've ever worn before. Its ingeniously interlocking seamless breast-sections adjust themselves to the exact requirements of your bosom. These unique breast-sections, therefore, have no fixed "points" to mar their accurate fit. Hard to imagine? Well, try on "Counterpoint" . . . because you really have to try on this sensationally different brassiere, to see what wonderful uplift and accentuation it gives you!

"Counterpoint" combines Satin and Nylon Marquisette . . . in Tearose, White or Black, sizes 32, 34, 36, 38 . . . \$2.00.

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Only \$5 (plus 20% Fed. Tax) . . . at leading stores everywhere, choice of Dubonnet, Ebony Black or Cardinal Red with Filigree in Sterling Silver or Sterling Silver with Gold overlay . . . for men or women . . . Gift packaged with a steel-engraved leaflet on the history of Cellini Filigree.

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MOBBED BY FANS, Rita Hayworth needed the services of a police detail assigned to protect her on her arrival at a Paris railroad station last summer.

LOVE GODDESS CONTINUED

marriage as "Beauty and the Brain." Rita had never been more serious about anything in her life, and again she performed on schedule. Orson Welles was a new type of man—a monumental extrovert and, by Hollywood standards, an intellectual of formidable pretensions. Rita was suddenly surrounded by political columnists, authors, world-savers, beard-growers, yogis, artists and professors. She had her moments of panic. Mrs. Joseph Cotten, a close friend of both Rita and Welles, relates how Rita shied away bashfully at one party. "All those people are staring at me," she whimpered, "because they think I'm a dumb woman." "They're staring all right, darling," admitted Mrs. Cotten, appraising the situation realistically, "but it's not because you are dumb." Rita, who has an overwhelming respect for talent and brains in others, accepted the challenge with characteristic gallantry. She waded through books on philosophy. She boned up on the rudiments of politics. She read Tolstoy and learned that informed people do not consider *Forever Amber* literature. Today her library is full of forbidding books with marginal notes and carefully underlined words that sent Rita methodically scurrying for the dictionary. If all this assiduous cultivation of the Hayworth brain ended merely by making Rita a good listener, that was enough. Rita was back at her old, tested formula. She was trying hard to please.

Today the Welles episode is apparently over. It is commemorated by a pretty, blue-eyed child, Rebecca, that Hollywood friends fervently pray will not grow up to look like Orson Welles. It is also commemorated by the picture *The Lady from Shanghai*, a rather complicated thriller which mainly exploits the dramatic talents of Welles himself, using her good looks as a background. About the details of the separation, Rita has maintained a dignified and very ladylike silence, even among her closest friends. She will, however, quickly rise to the attack of anyone who says a disparaging word about Welles.

The Cansino point of view

WELL," says Eduardo Cansino, musing in his dance studio, which is perched over a hardware store on South Vermont Avenue, "whadda you expect? I am personally very sorry. Welles is a fine man. But you can't leave a young girl like Rita alone while you sit up all night working. You can't go to New York for three months and produce plays." Eduardo, who is built like a middle-aged bullfighter and still speaks English with a perceptible Spanish accent, runs his dancing academy philosophically, teaching "ballroom," "tap," "ballet" and "Spanish" according to the preferences of his customers. Although her photograph is plastered all over the studio walls, there are no signs proclaiming that he is the father and teacher of Rita Hayworth. Eduardo Cansino is a man of considerable dignity and integrity. One of his sons, Vernon, has been following in Rita's footsteps with a few small parts in the movies. The other, Eduardo Jr., drives a taxi.

For the past 10 years an old, white-haired codger has sat outside the door of the studio nearly every day twanging a guitar and singing ribald Spanish songs in a cracked voice. He speaks not a word of English but jabbars good-naturedly in Spanish to everybody who passes. He patches his own pants with lurid colors and his toes often stick out of his shoes, much to the family's embarrassment. He is Antonio Cansino, once the greatest dancer at the court of King Alfonso. Antonio, who is referred to in the family as "Padre," came over from Spain

CONTINUED ON PAGE 96

Funny Business is our Business!



Willie Piper's life with father-in-law is hilarious—for everyone except Willie Piper. Here's the warmest, friendliest humor you're ever likely to hear! Thursdays, 9:00 pm* (General Electric Lamps)



What a wonderful time everybody has when Bing Crosby cuts capers with such famous and funny folk as Bob Hope, Jimmy Durante, Jack Benny and other top guest stars. Don't miss *The Bing Crosby Show* at 10:00 pm* every Wednesday (Philco)



All dressed up—and someplace special to go! The someplace is *your* living-room, where *Abbott & Costello*, Hollywood's top comedy team, will have you doubled up with laughter. What a pair of zanies! It's the sort of fun the whole family goes for! Wednesdays at 9:00 pm*



The girls can't resist Tom Breneman! And Tom can't resist their crazy hats! *Everybody* has fun on *Breakfast in Hollywood*, weekdays at 11:00 am* (Procter & Gamble and Kellogg)



Critics are raving—and audiences are howling—over Jack Paar, one of radio's newest and wackiest comedians. Wednesday night at 9:30 pm, *The Jack Paar Show*. (Lucky Strike)



Groucho Marx is back on the air! He's headman on a brand-new quiz show, *You Bet Your Life*, Mondays at 8:00 pm* (Elgin American). Hilarious? Could Groucho be anything else!



Start your day with a smile! Don McNeill and *The Breakfast Club* bring you a full hour of music and merriment, weekdays at 9:00 am* (Swift & Co., Toni Home Permanent, Philco)

←Which one is Henry Morgan? Give up? Then we'll have to tell you—he's the one with the shoes! And every Wednesday night he gives out with some of the smartest monkey-business that's ever been put on the air. Even the *commercials* are funny on *The Henry Morgan Show!* Wednesdays, 10:30 pm* (Eversharp-Schick)

Strictly for laughs—that's why these top comedy shows are broadcast over your local American Broadcasting Company station. They're funny and fast and foolish. They're great entertainment...just as in other fields, *The Boston Symphony*, *Gang Busters*, *Break the Bank*, *Bride and Groom*, *Mayor of the Town*, *Theatre Guild on the Air* and *Cavalcade of Sports* are great entertainment. In *every* field: drama, news, music, sports, quizzes and comedy—there's ALWAYS a good show on your local ABC station.

*All times listed are Eastern Standard Time.
In other time zones, check your radio log.

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American Broadcasting Company
A NETWORK OF 264 RADIO STATIONS SERVING AMERICA



"Kiss me goodnight!"

A little lullaby—a big kiss—and she's off to Dreamland, cuddled cozy and warm in her downy Merrichild Sleepers.

No matter how she sleep-wiggles, she'll be comfortable in her Merrichild Sleepers. Smooth, flat seams won't irritate or awaken her. The fluffy, warm Hanesknit cotton will protect her from chin to toes. The springy-knit fabric will gently conform to her every movement.

When you ask for sleepers, always ask for budget-wise Merrichild, knit by the makers of Hanes Underwear for men and boys. In petal-pink and little-boy-blue at your leading store. P. H. Hanes Knitting Company, Winston-Salem 1, North Carolina.



Two-piece suits, ages 0 to 4. With extra pants, a three-piece combination gives baby more sleeper-changes, makes less laundry for Mother.



One-piece gripper-back, ages 0 to 3.



One-piece gripper-front, ages 4 to 6. Knit cuffs at ankles on age 8.



THE LABEL OF QUALITY KNITTING

Merrichild Sleepers

LOVE GODDESS CONTINUED

some time ago to visit his son Eduardo and watch his granddaughter's rise to fame. He caused a near riot at the premiere of *Blood and Sand* by rising and shouting, "Olé, olé!" every time Rita appeared on the screen. "That's my *nieta*" (granddaughter), he explained to the surrounding spectators, while his grandsons tried vainly to hush him. Though the family has taken him to many other movies, he maintains stoutly that all other movie actresses are absolute trash compared with Rita. A few weeks ago Padre took an airplane for the first time in his life. He was going back to spend his last years in Spain. Behind him he left a pair of miniature castanets he had made for Rita's little daughter Rebecca.

Though she is one of the shyest people in the Hollywood movie colony, Rita breaks into voluble and spirited conversation the minute she drops her movie-star personality and visits the rest of the dancing Cansinos. A little over a year ago she moved out of the elaborate house (complete with kidney-shaped swimming pool) that she had occupied with Orson Welles and took up residence in a modest home in the Brentwood district, where the Cansino family is constantly underfoot. There is no swimming pool. There is little evidence of personal taste in the home's rather conventional furnishings, which resemble those of an elegant hotel suite. At one side of her living room there is a phonograph with a large collection of tangos, rumbas and sambas. The adjoining wall contains a collection of old bullfight prints which she cut out of a book and had framed. Rita hates entertaining and, under the public glare of a movie star's existence, leads a rather lonely life. Even her recent European vacation was undertaken as a studio project and charged up largely to expenses. Despite her salary (her new contract calls for 50% of the net on all future pictures), heavy income taxes would have precluded her taking any such elaborate vacation on her own. Her one flashy luxury (which she privately considers a little garish) is a canary-yellow Lincoln Continental which she drives alone around Hollywood, proceeding cautiously at a conservative 25 mph and methodically holding out her hand while making turns. At home, dressed in the inevitable slacks, scrounged in an easy chair with her legs in the air, solemnly masticating a wad of chewing gum, Rita Hayworth suggests the great American goddess of love only because her quizzical face with its square forehead and eccentrically parted hair has been for so long identified with the role. Questioned about how it feels to be the feminine idol of millions, she shrugs wistfully and concentrates, hoping to please the inquiring reporter with a good punch line. "Golly," she says after some reflection, "any girl would love to be a goddess."



ANTONIO CANSINO, patriarch of the dancing Cansinos, plays his guitar on the doorstep of Eduardo's studio, hopes the family tradition will live on.



Season after season, *more smart women* wear Gold Cross Shoes than any other brand of fine footwear in the world. And for the very same reasons you'll choose them, this fall: the loveliest, young styles, each Fit-Tested* to keep a *youthful swing* in your step...unquestioned quality and craftsmanship...and *value* unchallenged in America, today.



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*Fit-Tested? That means that before any new Gold Cross style is released, handmade originals are worn, walked in for weeks...checked...tested...fit-perfected in every detail of line, and design. Top—The Mandalay. Center—The Chandra. Left—The Trotter.



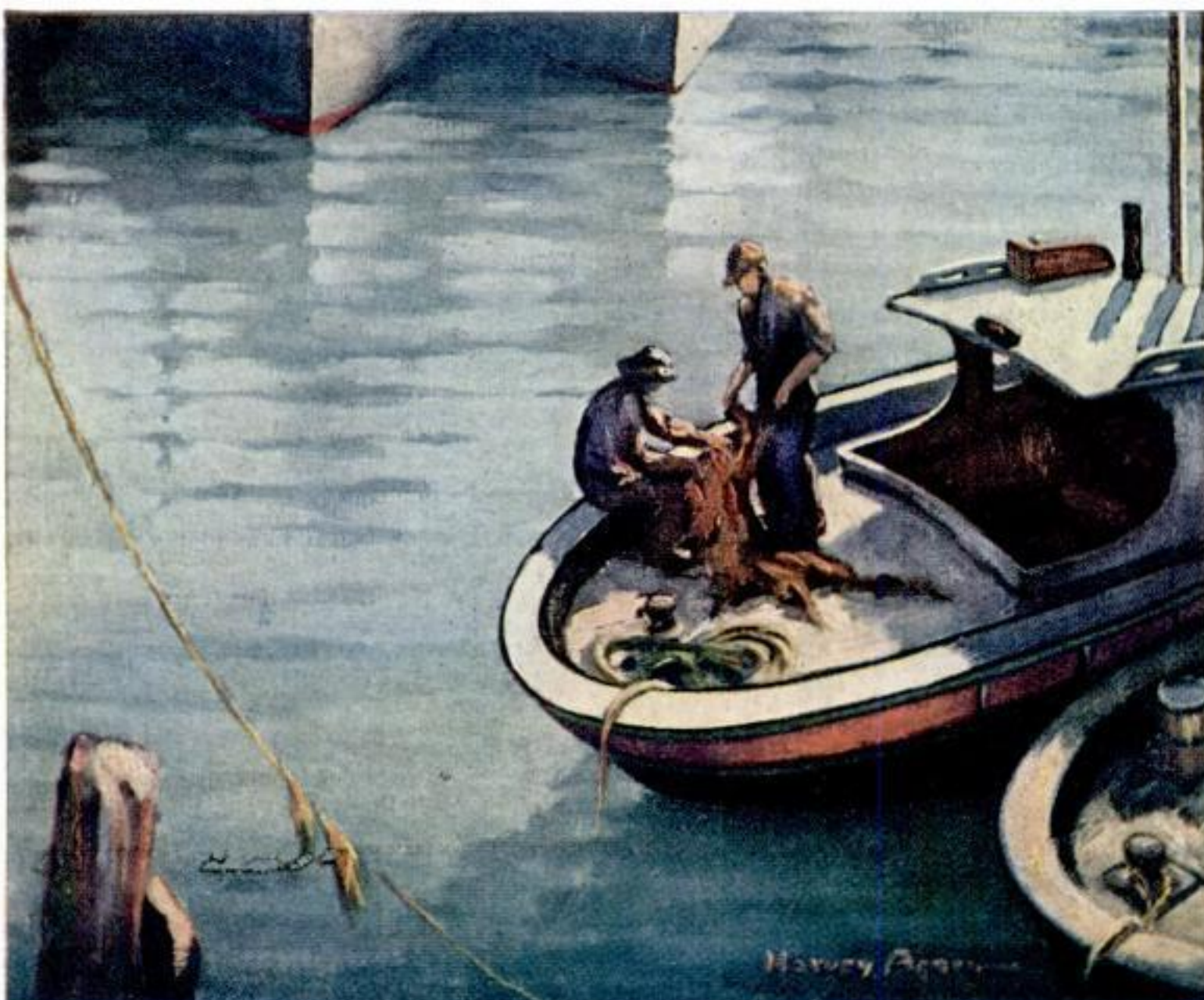
*Copyrighted 1945 by The United States Shoe Corp., Cincinnati 7, Ohio. Gold Cross Shoes are manufactured and distributed in England by Somervell Bros., Ltd., in Australia by "Gold Cross Shoes," Ltd.



DR. ROBERT W. CHAMBERLAIN, surgeon of Longmont, Colo., painted San Francisco's Golden Gate Bridge with hospital in foreground. He gives paintings to his friends.



DR. WILLIAM S. BOYD, gynecologist of Augusta, Ga., painted Georgia landscape over a weekend, using brushes and painting materials given him by his wife for his birthday.



DR. G. HARVEY AGNEW, professor of hospital administration at the University of Toronto and president of American Physicians Art Association, painted *A Day in Port*.



OTOLOGIST HAYDEN DID SURREALISTIC EAR

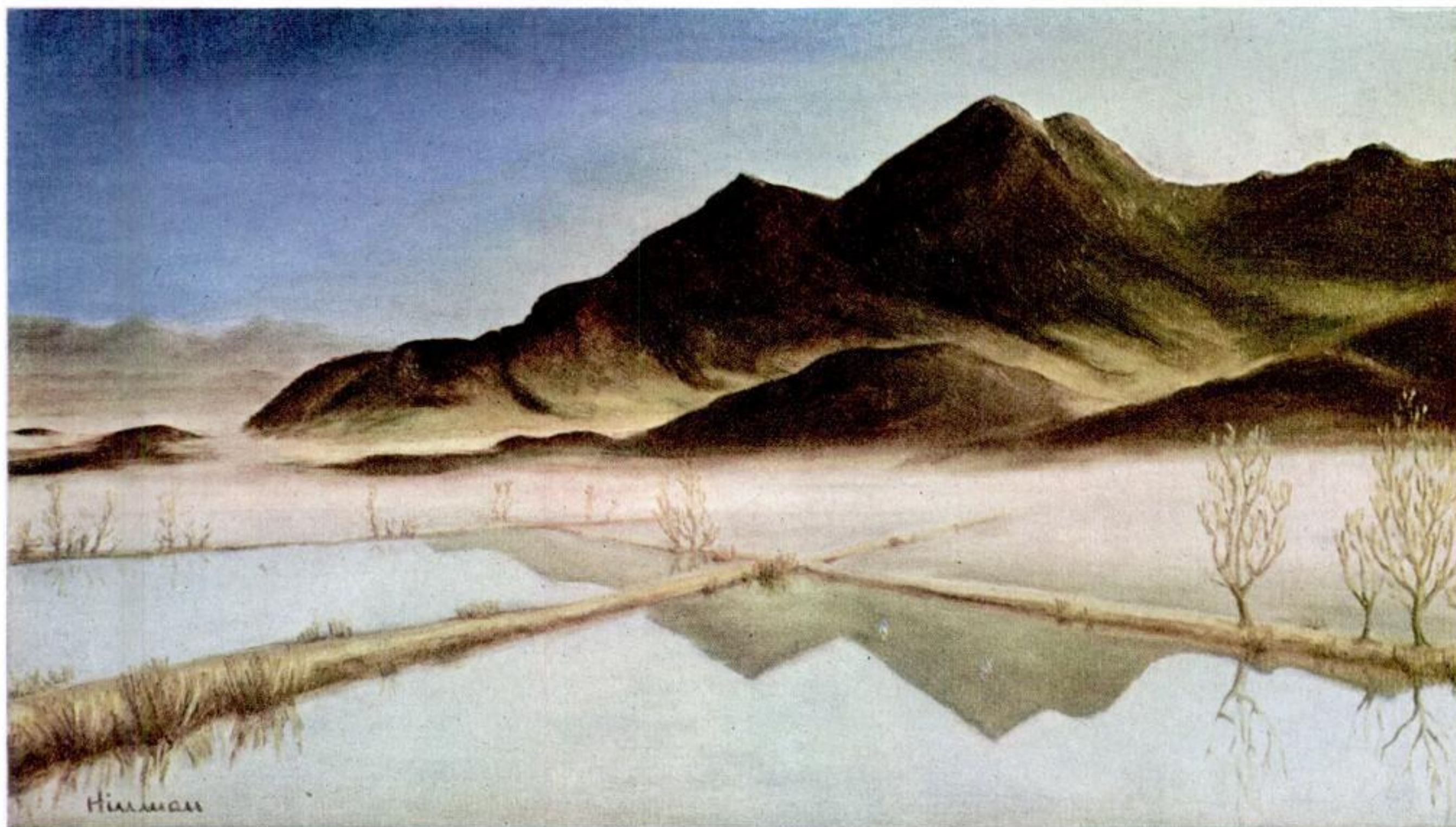
DOCTORS' ART

Physicians are becoming earnest amateur painters

Art as a hobby, like a quiet but determined wave, is sweeping over America. The amateur artist has lost his bashfulness in discovering how many people find pleasure in the practice of part-time painting. Among no group of professional people is enthusiasm for painting more highly developed or organized than among U.S. doctors. More than 3,500 physicians today spend their spare time splashing color on canvas, whittling, carving and hammering out all sorts of art. Many of these doctors belong to the American Physicians Art Association. Every year at the annual meeting of the American Medical Association these doctors bring their art works together in a big show. On these pages are samples of doctors' art, which is always earnest and sometimes skillful, usually realistic but sometimes surrealist, like Dr. D. B. Hayden's *Ear* (above).

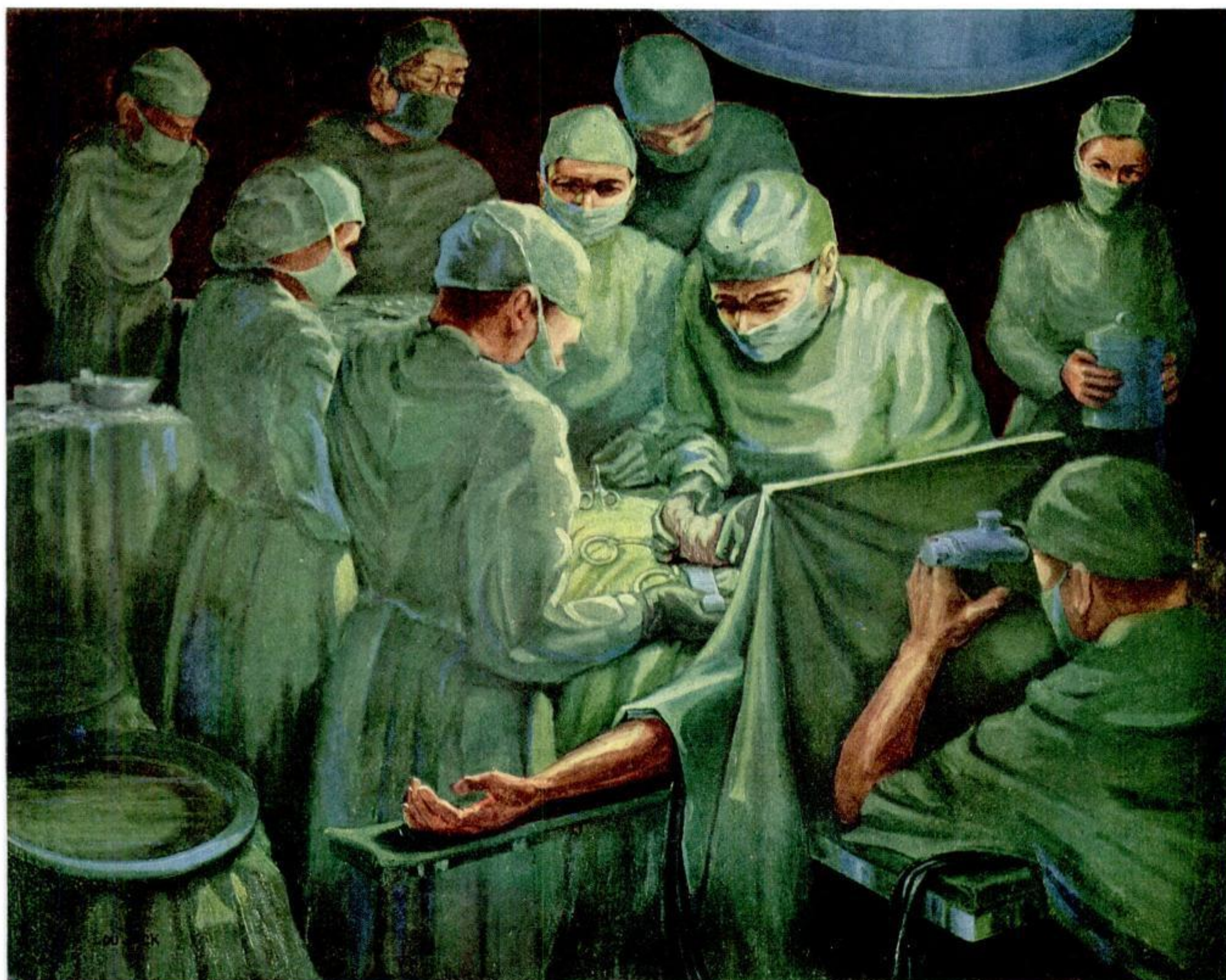
Doctors turn readily to art because like artists they must have a quick eye, manual dexterity and a keen and sympathetic interest in life. There is a more practical reason too. Because 40 out of every 100 physician-deaths are caused by diseases of the heart, doctors' wives urge their husbands to take up painting or carving, which are relaxing without being strenuous.

Famous physicians of the past have put their artistic talents to practical use. Richard Bright and Thomas Hodgkin, discoverers of the diseases named after them, both illustrated their own books and articles. Lord Lister, founder of antiseptic surgery, made his own drawings for his works on surgery. Even the ancient Greek physicians were concerned with art. Hippocrates, the "father of medicine," made a statement 2,300 years ago which can still serve as a motto for all art critics. Said he, "Life is short, art long . . . and judgment difficult."



DR. FRANK HINMAN JR., urologist of San Francisco, Calif., painted *Day-break* from memory while returning from Japan on a U.S. aircraft carrier

in 1945, when he was serving as a medical officer. It represents the landscape around the Butte Lodge Duck Club in Colusa, Calif. in duck-hunting season.



DR. J. LOUIS JACK, gynecologist of New Haven, Conn., did this realistic scene of an operation performed during a convention of surgeons in Philadel-

phia. The physicians were experimenting with lettuce-green robes to obviate white glare under bright lights. Dr. Jack often uses his own patients as models.

CONTINUED ON NEXT PAGE

NOURISHING MEAT



On these trays we show 13 different cuts of meat, out of the 200 or more which are available at your market from time to time.

...a complete protein food

When it comes to either eating pleasure or nourishment, you can close your eyes and pick a winner. Each and every one of these flavorful cuts contains complete, high-quality protein—the kind of complete protein we must have every day to be fit and to feel fit.



This Seal means that all nutritional statements made in this advertisement are acceptable to the Council on Foods and Nutrition of the American Medical Association.

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THE PAINTERS



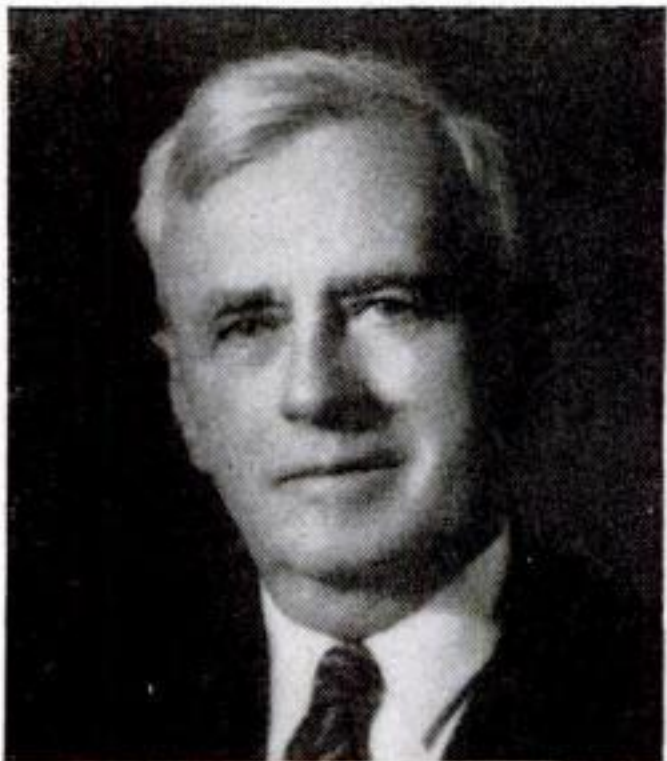
DR. FRANK HINMAN JR.

Like all the doctors whose works on the preceding pages were also reproduced in *Paragon*, a magazine specially devoted to doctor's art in the U.S., Dr. Hinman worked only a few hours at a time on his *Daybreak*. He finished it in four days, now has it hanging in his country home at Woodside, Calif.



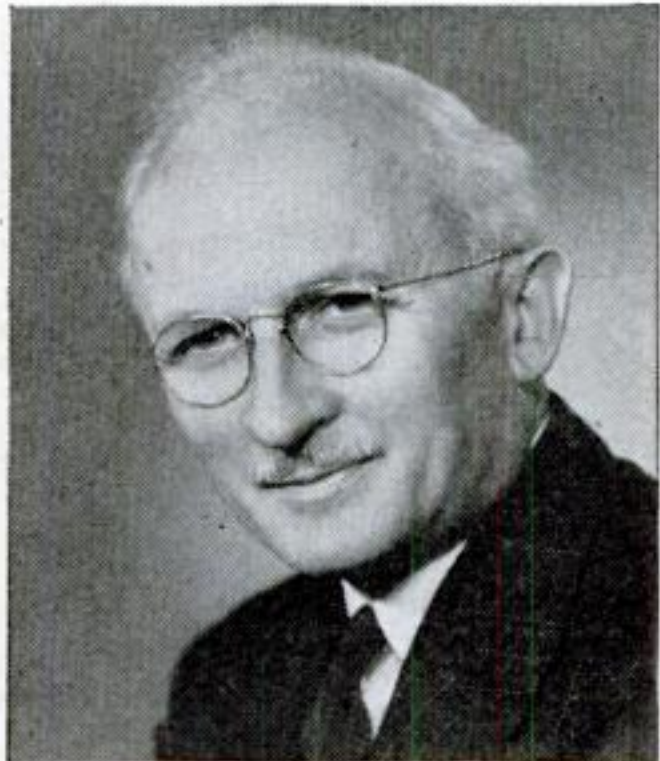
DR. R. W. CHAMBERLAIN

After painting casually for several years, Dr. Chamberlain became so absorbed in this pleasant pastime that he took time out for serious lessons from an art teacher. A surgeon in the small town of Longmont, Colo., Dr. Chamberlain likes to paint peaceful landscapes, like his *Golden Gate Bridge*.



DR. DANIEL B. HAYDEN

Dr. Hayden has been teaching anatomy of the ear for the past 40 years. As part of his course he teaches his medical students at the University of Illinois in Chicago to make sketches of ear specimens; he himself makes drawings. *Surrealistic Ear*, shown on page 98, was not a classroom exhibit.



DR. G. HARVEY AGNEW

While in San Francisco, Dr. Agnew went down to Fisherman's Wharf, made a sketch in two hours, reworked it later into the finished painting, *A Day in Port*, which now hangs in his office. After painting for 25 years, Dr. Agnew has written several articles urging people to take up art as a relaxation.



DR. WILLIAM S. BOYD

Two years ago, while looking at professional artists' works, Dr. Boyd told his wife that he thought he could paint as well as some of them did. As a challenge his wife gave him a paint set, and since then the doctor has been painting in their living room, turning out pictures like *Fall Morning in Georgia*.



DR. J. LOUIS JACK

So enthusiastic is Dr. Jack about painting that he has made himself a huge 40x30-foot studio on the third floor of his Connecticut home. Here he often paints all night after a day's work at doctoring, insists that he finds it as refreshing and almost better than a good night's sleep. Mrs. Jack also paints.

*Did my ears prick up
when I heard that!*



...and whose wouldn't? My Bob and that man with the briefcase were having such a serious discussion... (they were talking about me).

"My wife's about 24," Bob was saying.

"Then she has many happy years ahead," the stranger replied. "Have you considered the income she would need for clothing, food and shelter, if she had to manage alone?"

"Yes, but she could get a job," Bob said, "and what about Social Security?"

"Her Social Security benefits would be suspended, if her job paid more than \$15 monthly. And Social Security alone would pay her only \$50 to \$60 a month."

I really had my ears well forward by this time. Imagine raising and edu-

cating my son on \$50 a month! Why... but now he was explaining how something called "Insured Income" Service could change all that. I didn't miss a single word.

It seems "Insured Income" Service is a new Mutual Life method of teaming up Social Security with life insurance, to assure maximum benefits from both. A program we could afford right now would take care of little Jimmie and me, even if something happened to Bob. And if all went well, Bob and I would have an income for our retirement years.

Believe me, I lost no time getting into the living room when Bob called me. I knew we were both interested in what that Mutual Life representative had to offer.

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WHEN A GORILLA MEETS A GIRL IN THE
LADIES' BATHHOUSE AT ATLANTIC CITY,
HE IS JUST AS FRIGHTENED AS SHE IS



AFTER POPPING IN AND OUT OF THE BATHHOUSES, SEASIDE CORYBANTS POSE COYLY IN THEIR SNAPPY SWIM SUITS

MACK SENNETT BALLET

Cops, robbers and cuties from old movies create a riot in "High Button Shoes"

About midway through a new, amiable, little Broadway musical called *High Button Shoes*, which deals with the joys of New Jersey in 1913, all hell busts loose in the form of a Mack Sennett ballet. Full of sound and fury signifying nothing but hokum, this 20-minute roundelay is built around an oldtime cops-and-robbers chase through Atlantic City, with slamming bathhouse doors, squealing girls in frantic disarray and a jittery gorilla (opposite).

Jerome Robbins, a choreographer for the Ballet Theatre and Broadway's brightest boy in the dance business, got inspiration for his ballet by watching dozens of old movie comedies like Mack Sennett's *The Surf Girl* and Mable Normand in *Tillie's Punctured Romance*. Not bothering too much how he strung them to-

gether, Robbins incorporated in his dance all the ingredients of the one-reeler: the mustachioed cops who jump straight up to register excitement, the wiggling bathing beauties with cupid-bow lips and goo-goo eyes, the slinking crooks of vaguely foreign origin. What results is a convulsively comic and skillful evocation of early Hollywood hoopla.

To present-day theater audiences that have become somewhat overwhelmed by the craze for serious highbrow ballets in musicals, Robbins' riot came as a relief. It also serves as a reminder that the ancient art of slapstick, which fills a human need for playful violence, has been entrusted far too long to Donald Duck and Mickey Mouse and should be practiced once again by flesh-and-blood funnymen.



BALLET INCLUDES THIS FAMILY OF GHOULS



MODEST MAIDENS start to disrobe for a dip in the sea and discover with horror that they are being spied upon by

the audience. Some girls in ballet wear heavy eyelashes and black lipstick to approximate old-fashioned movie make-up.

CONTINUED ON NEXT PAGE

It tastes like
heaven



It helps regularity



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prune juice ever



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PRUNE
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Prepared and distributed by the
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"Buy 2 instead of ONE"



An EXTRA Package Like a "Spare" Saves You Trouble, Time and Care

Next time your victuals disagree
And gases start to rise,
Try Alka-Seltzer for RELIEF,
And get a big surprise.



I go for Alka-Seltzer
When headaches pick on me,
The sooner I get rid of them,
The happier I'll be.



Stock up on Alka-Seltzer,
That's what folks do today.
To lessen their discomforts
When COLDS are holding sway.



It happens every time. After
you've used the last tablet of
Alka-Seltzer to ease an upset
stomach, someone *else* in the fam-
ily needs Alka-Seltzer to relieve a
headache. To be sure that Alka-
Seltzer's *there* when anyone needs
it, here's the wisest thing to do:
Instead of buying one, buy two.

Alka-Seltzer



THE ROBBER with his bag of stolen gold, played by Star Comedian Phil Silvers, is caught by a quintet of Keystone cops who are fully as scared as he is.



GRAND FINALE winds up with a human pyramid of cops and cuties. Like most everything else in the ballet, the U.S. flag is a touch of irrelevant lunacy.



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SCORES of actors and actresses tested new Coleo on their own costly dentures.

8 out of 10 tested preferred Coleo to all other types of denture cleanser! For many good reasons:

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False teeth cleaned with Coleo sparkle with cleanliness... have a fresh, pleasant taste!

Coleo will fizz away food particles and dinginess in minutes!

No danger of offensive breath from dentures cleaned with Coleo! Try new Coleo (with that special "fizz" ingredient) on your false teeth today!



NEW TYPE Cleanser for False Teeth

See... **EUREKA** SATURDAY EVENING **POST**
PAGES 148-149 NOVEMBER 8, 1947

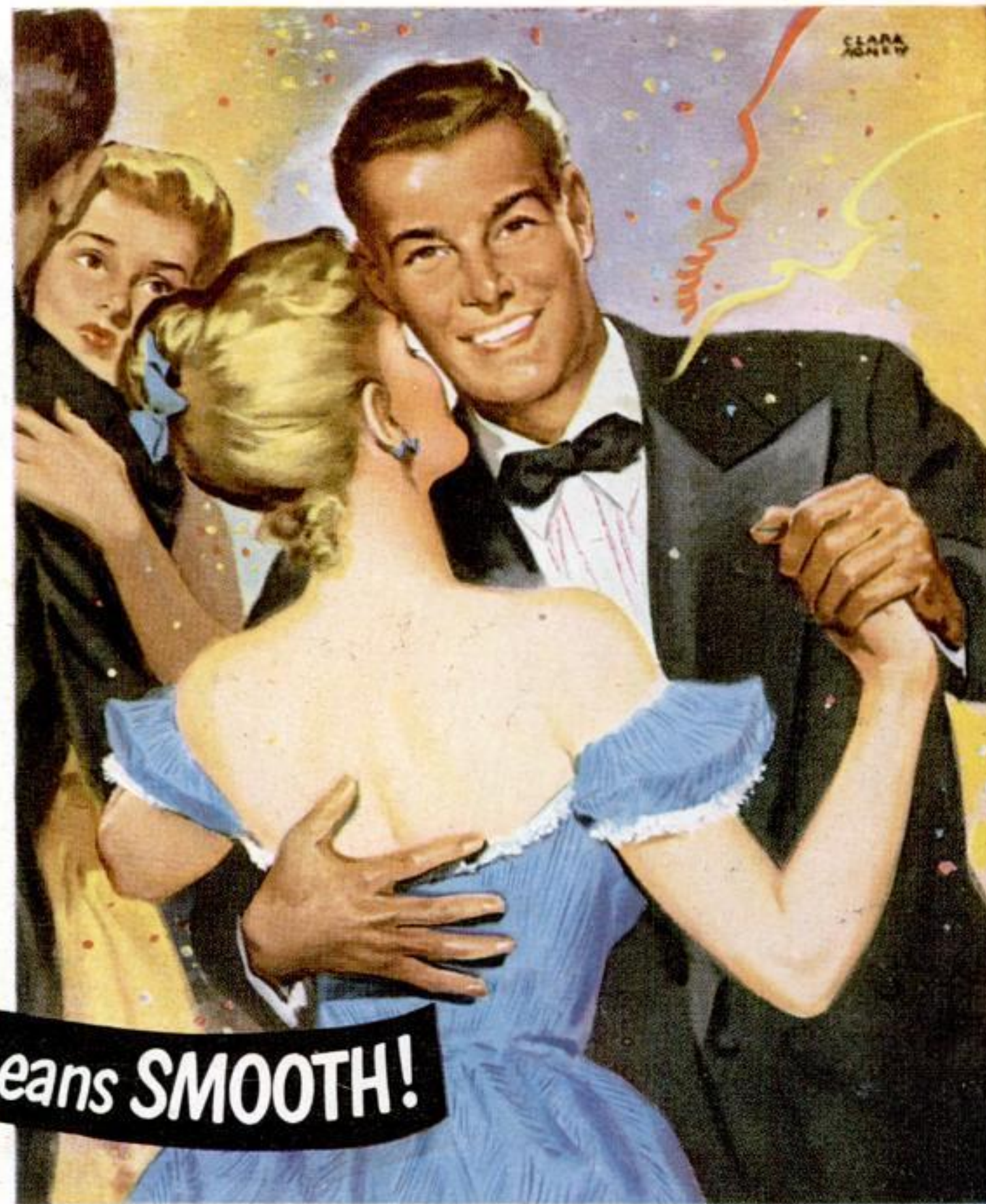
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Steady, experienced, excellent references. Take over all cleaning chores from cellar to attic. Also polish waxed floors, shampoo rugs, paint and redecorate; moth and pest control. Go anywhere. For information

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Remember, too, VEEDOL is still the "fighting film of protection" made 100% from Bradford, Pennsylvania, crude...the world's finest. So drive in at the VEEDOL sign for the oil that's "naturally better"...and now *improved* to give your motor the "CLEAN-SMOOTH" treatment.

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MERRY CHRISTMAS
Bing Crosby sings
Silent Night,
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Andrews Sisters:
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THE SMALL ONE
Bing Crosby in a
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story with an eter-
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ing cast, sound
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4 sides. 10 inch.
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Bing Crosby and
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endearing fairy tale
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Full cast and music.
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Bing Crosby. No. 24144.75¢
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**'Twas the Night
Before Christmas**
Fred Waring, the
glee club, soloists
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Silent Night, Holy
Night, Adeste
Fideles, The First
Nowell, O Little
Town of Bethlehem,
others. 8 sides. 10 in.
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THE SELFISH GIANT
Fredric March and
the story of a giant
whose heart turned
out to be as big as
his body. Full cast
and music. 4 sides.
10 inch. No. DA-
389\$2.25



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**DICK HAYMES—
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Includes O Little
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Loretta Young in a modern
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The Story of the
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Ginger Rogers as
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Ronald Colman as
"Scrooge" in Dick-
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Each . . . 75¢

PEOPLE



U.S. JOURNALIST Henry Wallace paused during his tour of Palestine for *New Republic* to take a look at a reliquary containing pieces from true Cross. Holding reliquary is a monk from Texas.



BRITISH FIELD MARSHAL Bernard Montgomery, who won his greatest fame commanding the 8th Army at El Alamein, stopped by Royal Albert Hall last week for a reunion with soldiers who fought the battle. Now head of British army, Monty got cheers from his old troops, an even warmer greeting from Entertainer Greta Gynt (*above*).



JAPANESE LEGISLATORS, faithful to the customs of their country, politely lined up at home plate of Tokyo's Doolittle Field and bowed to

each other before the baseball game. The House of Representatives (*left*) beat the upper chamber, the House of Councilors, (*right*) by score of 22-3.



Sterling silver Coffee Pot made in 1767 by the London silversmith, William Grundy. (Courtesy, Museum of Fine Arts, Boston.) You will find the same beauty of craftsmanship and design in Watson's lovely Windsor Rose pattern.

The Beauty of Silver Masterpieces

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CHOOSE for your Sterling modern silver as lovely as the masterpieces of the past.

Compare the deep-cut beauty of this 18th century coffee pot, still clear and distinct after 180 years, with Watson's lovely Windsor Rose pattern. See how closely Watson has followed the graceful floral design. See how Watson craftsmen — in depth of cut, clearness of detail, harmony of proportion — have created a masterpiece for today's bride that will stay just as lovely through the years.

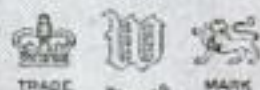
You will find this same beauty of design and workmanship in each

of the eleven other Watson Sterling patterns.

When you can have so much — so easily — would you be satisfied with anything less in the Sterling you choose for your own?

See Watson Sterling at most good jewelers' now . . . any of the five patterns here, or Meadow Rose, Foxhall, Colonial Fiddle, Colonial Antique, John Alden, Lamerie and Windsor Manor. You'll find the prices surprisingly moderate for Sterling of such beauty and distinction. The Watson Company, 14117 Watson Park, Attleboro, Mass.

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MODERN SILVER WITH THE BEAUTY OF OLD MASTERPIECES



GENERAL Ralph C. Tobin (ret.) (left) is 57 years old and formerly commander of New York's social 7th Regiment, National Guard. Mrs. Hamilton Fish Webster (above in 1939) is 80 years old, a figure in Newport society and heiress of a \$1,260,000 trust fund. On Oct. 22 childless Mrs. Webster legally adopted bachelor Tobin. The relationship will provide Mrs. Webster with a dashing escort for Newport social functions. It will also entitle Brig. General Tobin to the part of his new mother's wealth not tied up in the trust.

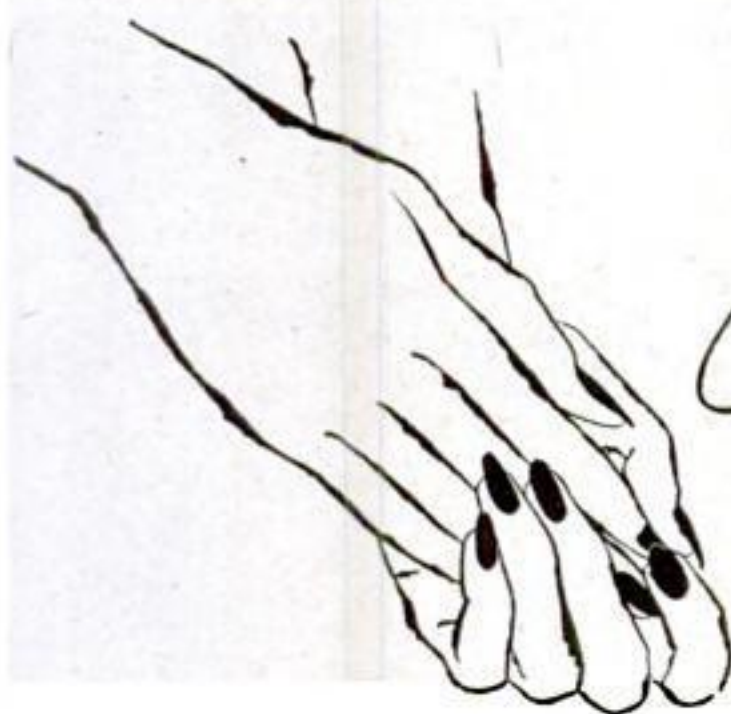


GENERAL Eisenhower, who is producing more campaign pictures than avowed candidates for the G.O.P. nomination, last week produced another. Occasion: a visit to his home, dedicated as a national shrine, seven months before convention time.

CONTINUED ON PAGE 110



IT'S LYNN FONTANNE . . . IN *O MISTRESS MINE*. You've noticed how an actress acts with her whole self—including her hands. Especially with her hands. Excepting only her face, they are her most important medium of expression. Naturally, she spares no trouble to keep them looking lovely. Nor should *you*. Lovely hands are a most important part of every woman's "act."



"You cream your face to keep it smooth and lovely . . . well, CREAM YOUR HANDS too!"

It's like a landslide! . . . the way well-groomed women are changing over to cream for hand care.

TO PACQUINS!

MORE WOMEN USE PACQUINS

THAN ANY OTHER HAND

CREAM IN THE WORLD!

THE "FONTANNE OF YOUTH'S" final act behind the scenes is a quick but thorough application of Pacquins Hand Cream. "On the stage," Lynn confides, "I laugh, I love, I cry . . . I plead and promise with my hands. Naturally, they must be groomed for so much emoting. Thanks to Pacquins, they are. Always."



advises **LYNN FONTANNE**

PACQUINS is the hand cream she uses . . . this beautifully groomed aristocrat of the theatre.

"D OESN'T it make sense that the skin of your hands needs *cream* just as the skin of your face? It does to me," says Lynn Fontanne, "that's why I choose wonderful Pacquins!"

Yes, "wonderful" is the word for Pacquins.

It *feels* wonderful when you massage it onto your hands.

Your hands *look* wonderful—patrician, creamy. And Pacquins scent is wonderfully well bred.

Wonderful too is its super-efficiency *without being sticky or greasy*.

Try a 12-second massage with Pacquins morning and night. And don't be surprised if women say, "Darling! What *are* you using on your hands?" And men say simply, "Darling!"

for "dream" hands—
cream your hands

with *Pacquins*
HAND CREAM

At any drug,
department, or
ten-cent store.



NEVER STICKY
OR GREASY!



GLENYA WESTBROOK, REGISTERED NURSE, adds: "Pacquins action on the skin of the hands is wonderful. We nurses—and doctors—scrub our hands 30 to 40 times a day. Pacquins Hand Cream was *made* for us. I use it faithfully." (Pacquins Hand Cream was originally formulated for the use of nurses and doctors.)

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EVERY day more Americans say goodbye to old-fashioned pencil-sharpening and switch to the modern, easy way of writing—with Scripto long-lead pencils. *The largest-selling mechanical pencils in the world!* Always sharp, always ready to write. Get one or more today! At stores everywhere, 20c to \$1.00. Scripto refill leads and erasers, 10c a pack. —Scripto, Inc., Atlanta.

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PEOPLE CONTINUED



TEST-TUBE BABY Antoinette Strnad, 4, and her mother have posed a fine legal question to a New York City court. Fighting her estranged husband for the custody of the child, Mrs. Strnad testified that her husband has always been sterile and that with his consent the child was conceived by artificial insemination. This, she now argues, makes her the child's sole legal parent.



FUGITIVE MURDERER Robert J. Collins, 36, was rearrested last week in Bucks County, Pa. 12 years after escaping from an Alabama prison where he was serving a life sentence for a killing during a bank robbery. Since his escape he has acquired a wife, two children, a business of his own and such an excellent reputation that his neighbors are now trying to have him released.



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Worldly Black Slip IN YOUR OWN DRESS SIZE

Now Textron brings you the smooth sophistication of Paris...

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Tailored, like all Textron creations, with utmost precision... with tiny stitches, fuller seams. Cut to fit exactly like your dresses at the bust, waist and hips—and in the new, longer length! Also in romantic Heaven Blue or suave Snow White in dress sizes 12 to 20 average. About \$5.00 at leading stores throughout the country.

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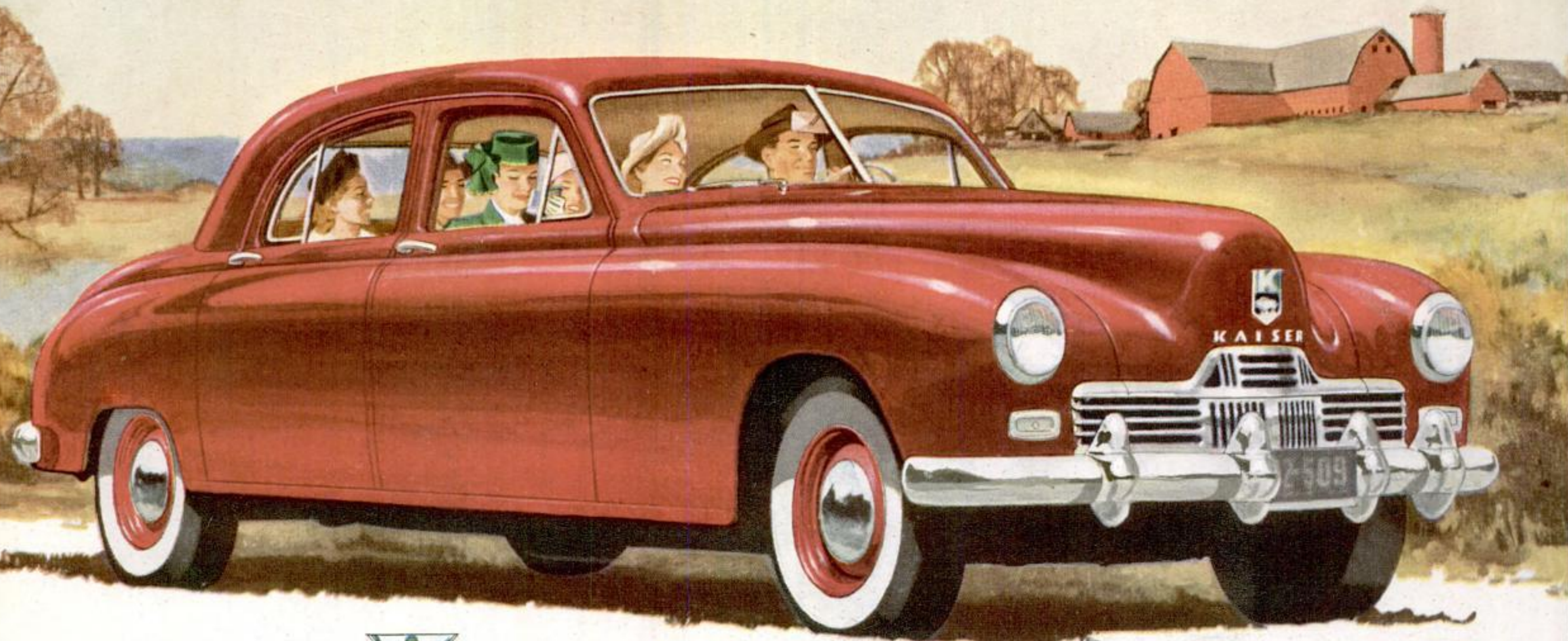
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There are now more than 100,000 owners of KAISER and FRAZER cars! You, too, can get one of these 100% postwar automobiles, and at the *regular* price, with or without a trade-in—from any one of our more than 4,000 dealers. For, despite the same hampering material shortages which afflicted the rest of the industry, Kaiser-Frazer became the world's *fourth largest manufacturer of automobiles* way last spring—just one year from a standing start! That's the reason your neighborhood Kaiser-Frazer dealer is delivering *now!*

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THE GRAND OLD MAN OF METHODISM, DR. JOHN R. MOTT, CARRIES ON THE EVANGELISTIC TRADITION OF HIS CHURCH

THE METHODIST CHURCH

Its strength lies in its great energy

The early fathers of the Methodist Church two centuries ago made their greatest appeal to sinners by affirming strongly that any man who led a good life, not merely the predestined elect, can find a way to heaven. This new and democratic outlook plus an evangelistic zeal to save the world caused Methodists to take an interest in the lower classes which respectable churches spurned. This in turn helped the church grow rapidly. Today the Methodist Church, though still young as Protestant churches go (*chart, p. 122*), is the largest single Protestant body in the U.S. It has more than 8 million members and 40,000 church buildings. By now much of its early evangelism has cooled except in great leaders like John R. Mott (*above*), and its unique faith in a democratic heaven pervaded most Protestant churches. But in a confusing world when men are turning again to their churches, Methodism offers a spiritual faith which is plain and understandable. In an impoverished world its activity last year contributed more money to charity than any other Protestant church.

Methodism's founder, John Wesley (*insert, right*), who took the world for his parish, was a man who paid small attention to fine points of theology and considerable attention to a rigid routine of prayer, good works and Christian communion. It was his insistence on a methodical approach to worship that

gave Methodism its name. Though methodicalness is no longer distinctive of the Methodist Church, a casual approach to theology still is. It is enough for a good Methodist to know that sin exists without disputing the finer points of whether it was Adam or Eve who should be held responsible. Even in styles of baptism, a matter of great concern in some churches, many a Methodist feels equally safe whether he has been totally immersed in a creek or only sprinkled. Methodists are inclined to do a good deal of praying and to attend church regularly. Once opposed unalterably to card-playing, dancing, smoking and drinking, the church now takes a firm official stand only against drinking. While its strictness has laid the church open to charges of narrowness and bigotry, the church has answered by putting its energies into high social issues. The Methodists were the first to take a firm public stand for better working conditions. In 1908 they issued their famous "Social Creed," which openly opposed child labor and favored labor unions. The Methodist Church has also been a leader in the growing movement to unite all the Protestant churches into one. It set an example itself in 1939 by uniting its own split factions and pressed successfully for the formation of the Federal Council of Churches of Christ in America, which is the first interdenominational church union in the U.S.



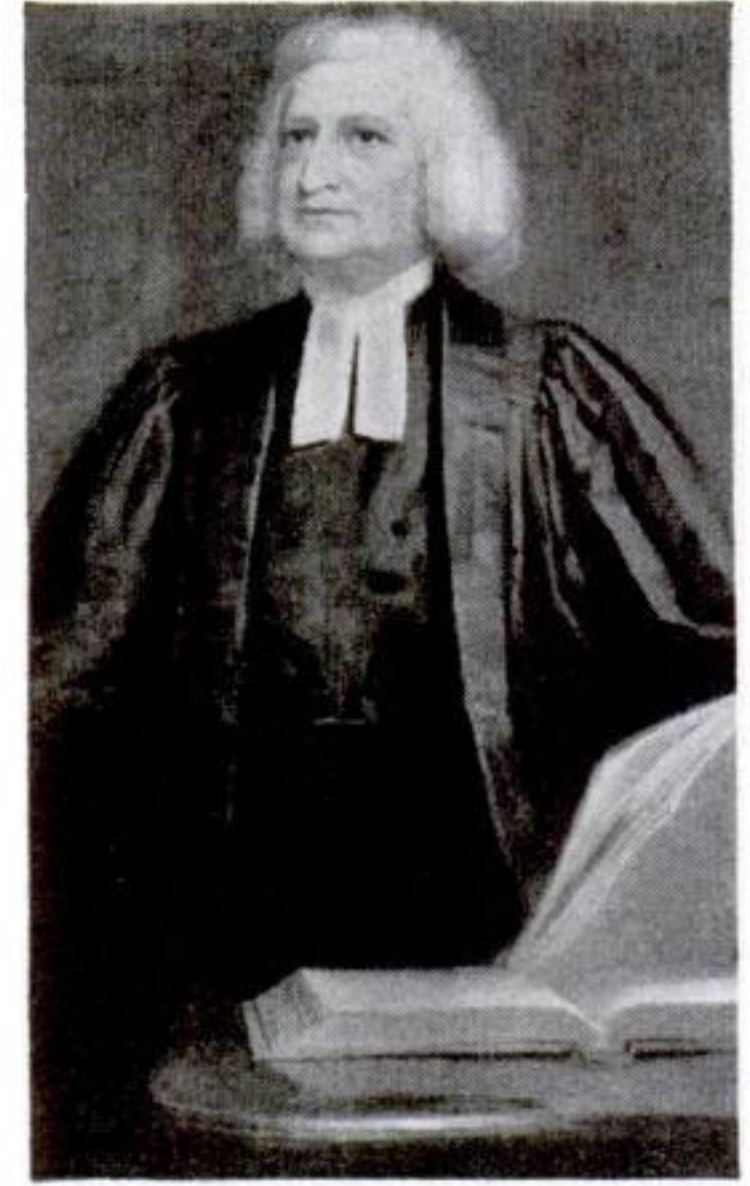


GEORGE WHITEFIELD, Wesley's colleague, had a booming voice, was called "Dr. Squint" because he was cross-eyed.

FOUNDING

Pure and pious John Wesley was a wonder even to himself

John Wesley, born in 1703 in Epworth, was, when a young priest of the Church of England, an earnest man in an age of religious indifference. As a missionary in America he tried to impose on the Indians of Georgia all the formality and ritual of the church. When the girl he loved married another man, he excommunicated her from his church. Back in England one day in 1738, he had a revelation. "I felt my heart strangely warmed," he said. "Christ . . . had saved me from the law of sin and death." His friend George Whitefield had the same experience. Together the two set out to tell men that Christ could save them and to rouse them to live righteously. They worked in slums and prisons, hooted by unfriendly listeners. But Methodist societies grew and, after Wesley's death at 88, officially separated from the Church of England. In his lifetime Wesley rode hundreds of thousands of miles on horseback and preached 42,000 sermons, a record which moved him, at 83, to write, "I am a wonder to myself."



CHARLES WESLEY, brother of John, wrote 6,500 Methodist hymns, including "O for a Thousand Tongues to Sing."



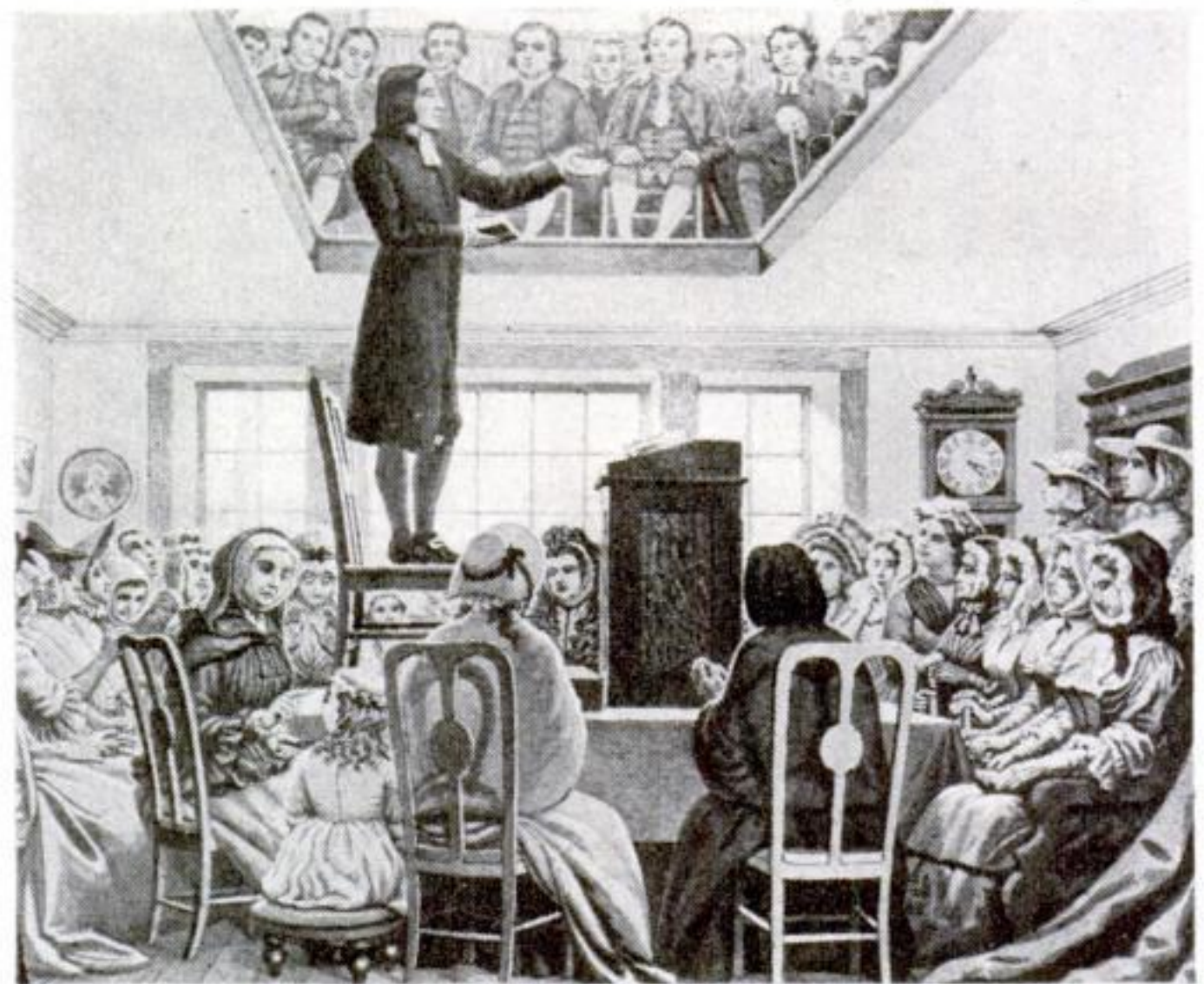
WESLEY AT OXFORD was leader of the Holy Club, a group of pious students. They met in room of Wesley (standing, right). Here Methodism had its origin in Spartan rules of praying regularly and receiving Communion weekly as a group.



ON THE WAY TO AMERICA in 1735, Wesley sailed with hymn-singing Moravian exiles from Germany. Their strict morality greatly impressed Wesley, as did their serenity during storms which frightened the other passengers (background).



STREET SERMONS IN ENGLAND, which Wesley preached after coming back from America, were disrupted by mobs that heckled and threw stones. Wesley had to take to open-air preaching because he was barred from pulpits.



IN DOUBLE-DECK MEETING HOUSES, where Methodists often met as their religion became more respectable, Wesley stood on a chair perched on a table so he could preach to both men and women, who were not supposed to sit together.



METHODIST MISSION TO INDIANS, founded in 1816, was the first outpost of the church west of the Alleghenies. It stands at Upper Sandusky, Ohio. Within eight years a Negro named John Stewart, who was converted at a camp

meeting, brought the entire Wyandot tribe into Methodism. A major attraction was the hymns he sang to them. The success of this mission was the chief incentive for the organization of the worldwide Methodist Missionary Society in 1819.



PIONEER CIRCUIT RIDER was Francis Asbury, consecrated as first Methodist bishop in America. This statue stands at Drew University, Madison, N.J.



DISUNION came in 1844 as Northern and Southern Methodists split over Georgia bishop's owning a slave named Kitty. Above: her cottage at Marietta.



REUNION of Northern and Southern Methodist churches, along with third Methodist group, came in 1939, making the Methodist Church whole again.



HUGE CAMP MEETING is held by Methodists every summer in a giant auditorium at Ocean Grove,

N.J. which holds 10,000 worshipers. On special occasions a huge American flag is lighted up. To left

TRADITIONS

The circuit riders preached from horseback, and camp meetings saved sinners by scores



of flag shines a white cross and to the right a large golden crown. White-clad ushers, ready for the col-

lection, stand in nine long aisles which lead to 114-foot altar rail. Behind altar sings a 200-voice choir

and on either side above it tower pipes of huge organ which is equipped with rain, surf and thunder effects.

To the American frontier Methodism gave the circuit rider and to Methodism the frontier gave the camp meeting. The circuit riders were preachers who had to make rounds of their several churches by horseback. First American circuit rider was Francis Asbury, who rode 275,000 miles. The saddlebag preachers went everywhere and the frontier could not get away from them. In Mississippi a preacher named Nolley came on a new settler unloading his wagon. "Another Methodist preacher!" complained the settler. "I left Virginia for Georgia and Georgia for here to get clear of them." "My friend," replied Preacher Nolley, "if you go to heaven you'll find Metho-

dist preachers; if you go to hell, I'm afraid you'll find some, and you see how it is on earth, so you had better make terms with us and be at peace."

In the backwoods Methodism found the Presbyterian camp meeting and adopted it for its own. To these open-air religious rallies came the shouting evangelistic preachers, who pleaded and scolded, and the old and young folk, who heard, repented and had a sociable time. The circuit rider carries on among preachers who today travel their parishes by auto. The camp meeting carries on most strongly at Ocean Grove, N. J., where thousands come every summer to attend the spectacular services (above).



METHODIST MINISTER, the Rev. Thomas Adshead, 56, arrives at Wilmington, Ohio Methodist Church ready to teach the Sunday-school lesson from the

pamphlets he holds. Like all Methodist ministers Adshead moves from church to church every few years, served six churches before he came to Wilmington in 1945.

A CHURCH

Members enjoy Sunday worship and a busy, friendly social life

Of the 7,500 people in Wilmington, Ohio, one in ten belongs to the Methodist Church, a \$100,000 brick building of vaguely Gothic architecture which has a large auditorium, a large recreation hall, eight classrooms and a kitchen. The Wilmington church is a little bigger and more imposing than most Methodist churches, but in almost all other ways it is representative of its denomination. Its congregation is a cross-section of U.S. Methodists, the respectable farmers and small businessmen who enjoy churchgoing and are a little strict in the way they live. Last year they contributed more than \$10,000 to their church. About \$3,000 went for overseas relief for Europe and another \$2,000 went to help support Negro colleges in the South.

They are not the kind of people to talk about their religion. If they try to explain why they come to church, the farmer says he sees his friends there, the local merchant that he feels better after an hour of worship and the judge that he simply believes in the church's good influence.

At the church on Sunday the Rev. Thomas Adshead faces his congregation, clad in a long cutaway. He reads a Bible passage and announces the hymns to be sung, having made sure he has scheduled enough old Methodist favorites. If the congregation seems to be dull or dawdling, he wakes it up by threatening, half in fun, to take up a second morning collection. But the liveliest part of the service comes, strangely enough, when the minister preaches his sermon. The Rev. Adshead makes it a rule, prodded by his wife's long memory, never to preach the same sermon twice except on special request. This fact, by his own admission, is not nearly so important in holding his audience as an accomplishment he learned when, in the tradition of John Wesley, he was a young street preacher in England. There he could never read a sermon but had to speak it either from memory or his heart. This practice now enables him to keep his eyes directly on his congregation and gives him a chance to recognize in its eyes the dinnertime glint which warns any preacher that it is almost time to stop.



SUNDAY GOODBYS are said at church door by the minister, who stands on the steps in his cutaway, shaking the hand of every member who has come to services.



"HOLY, HOLY, HOLY, LORD GOD ALMIGHTY" sings the congregation of Wilmington Methodist Church as morning worship service opens. Methodism

encourages singing as a way for members to take part in worship. This Sunday in Wilmington's church there are about 150 present, somewhat better than average.



PASTORAL CALL is made by the Rev. Adshead of Wilmington Methodist Church on Mrs. Lula Villars, 72, an elderly member of his congregation who is un-

able to come to church. Adshead makes 100 such calls a month. The church's Sunday school maintains a Home Department to bring its lessons to shut-ins.



HOLY COMMUNION is received beside the Cross at the altar by kneeling members of congregation. Like all Methodists, these members come forward



PLAYFUL MINISTER kicks football at the son of one of his new members, Steve Rainer, 7, who lives across the street from the parsonage. At church parties the Rev. Thomas Adshead willingly enters into the fun, even helping to wash dishes.



ON PARSONAGE PORCH the Rev. Adshead sits with his wife. They met at a mission they attended in England. She sings in choir, attends all church women's meetings. His salary is \$3,600 a year, plus the nine-room parsonage rent free.

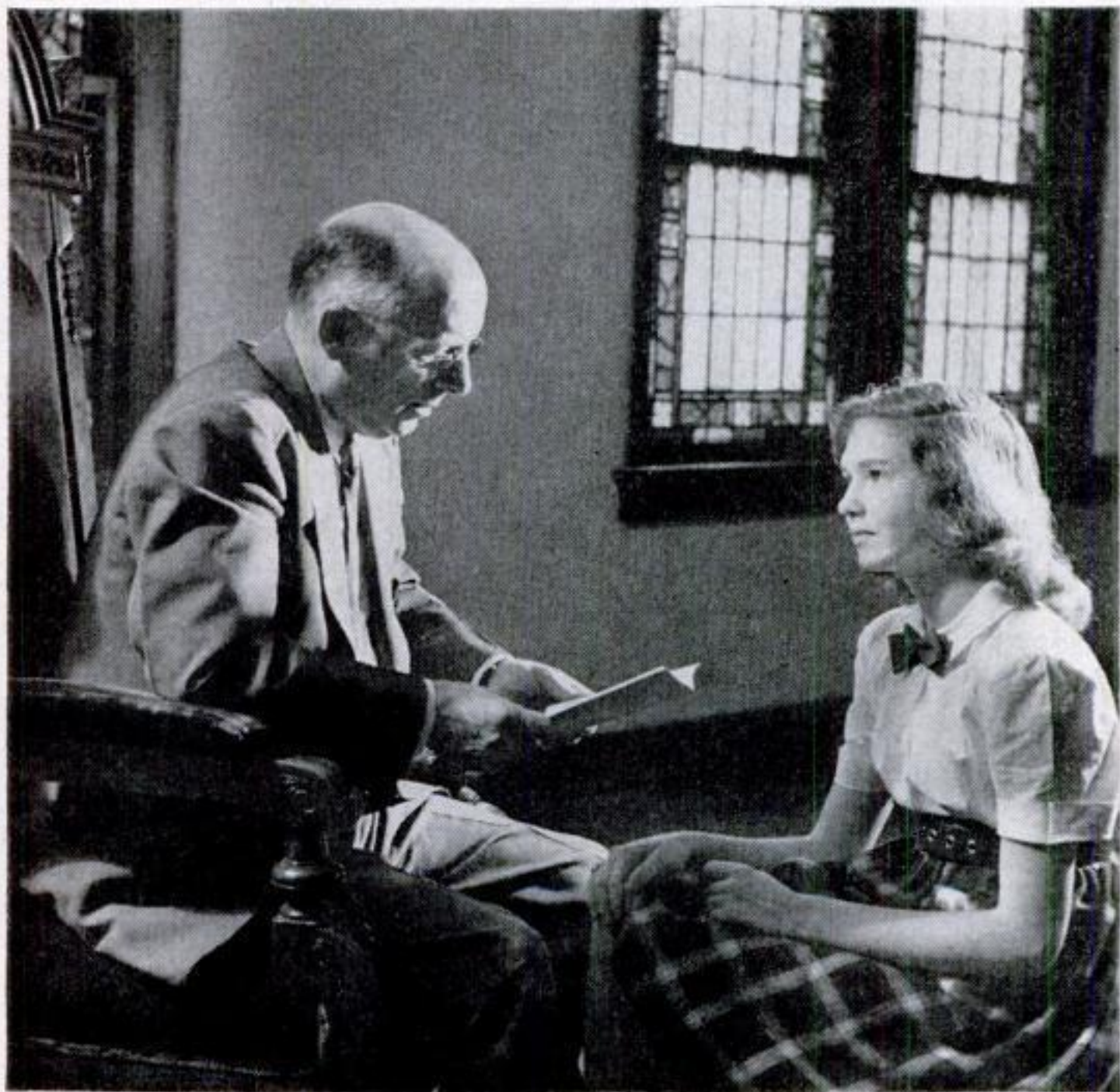


to receive bread crumbs and, as a substitute for wine, grapejuice. All during the service the choir (rear) sings softly, "There is a fountain filled with blood."



SUNSHINE CLASS in Sunday school brings 50 women together to read the lesson from the *Wesley Quarterly*, an official church lesson book, beneath

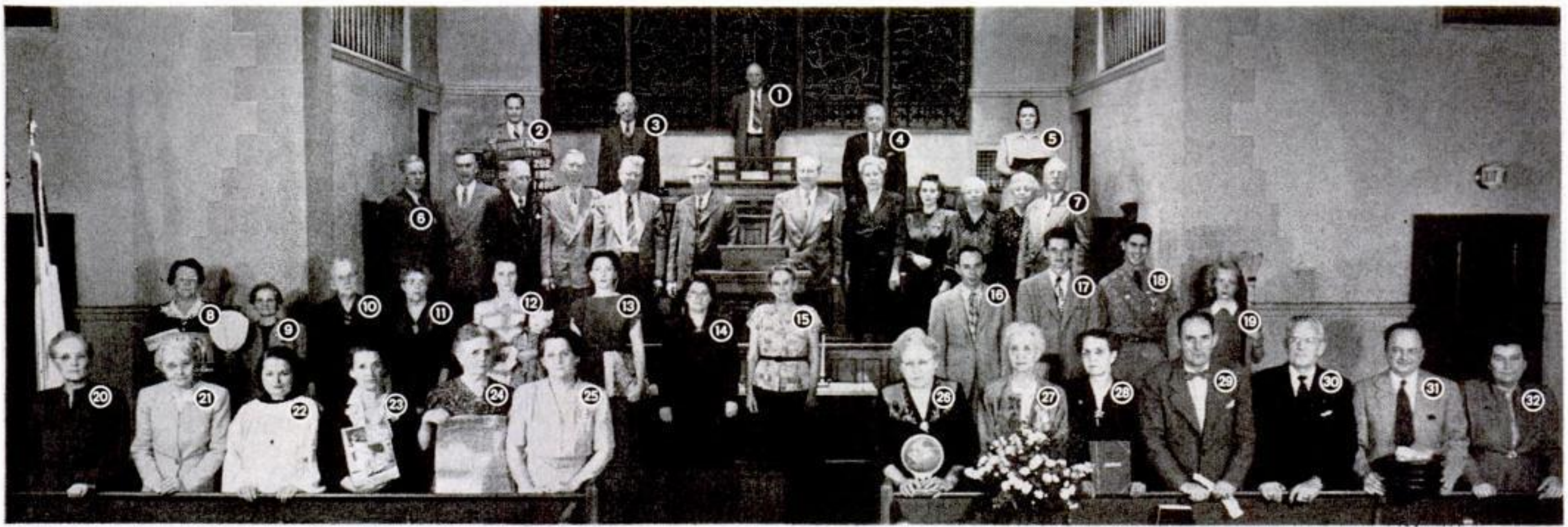
portrait of Wesley. Occasionally this class holds "covered-dish" dinners in members' homes, each bringing a covered dish of food for a pot-luck meal.



PREPARATORY MEMBER of church receives instruction from minister. To become full member she must study meaning of her baptism and beliefs of Methodist Church, then publicly declare her faith in them in front of congregation.



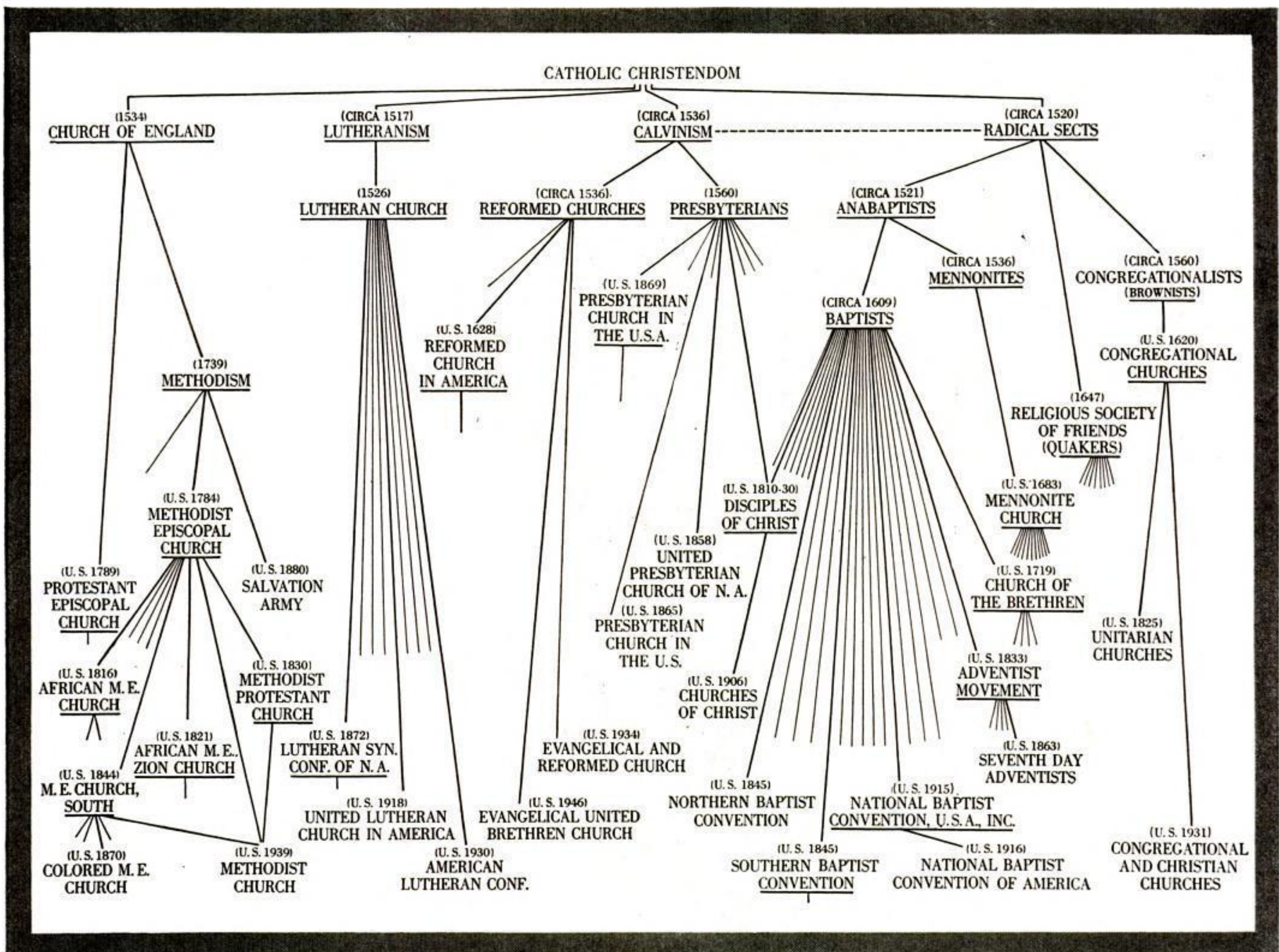
CIRCLE PRAYER is Methodist custom generally observed by Methodist Youth Fellowship, a Sunday-night teen-age group. The custom is a new one, is observed only by young people. After short devotions this group plays shuffleboard.



ACTIVITIES

of the Methodist Church of Wilmington are directed by the officers shown above, most of whom are elected. They vote on church matters as the delegates of the congregation. They represent: 1) minister; 2) chairman, Board of Education; 3) chairman, Board of Stewards; 4) chairman, Board of Trustees; 5) president, Women's Society of Christian Service; 6) six members of the Board of Trustees; 7) six members of the Board of Stewards. Next come the chairmen of the W.S.C.S. committees: 8) Literature and Publications; 9) Status of Women; 10) Spiritual

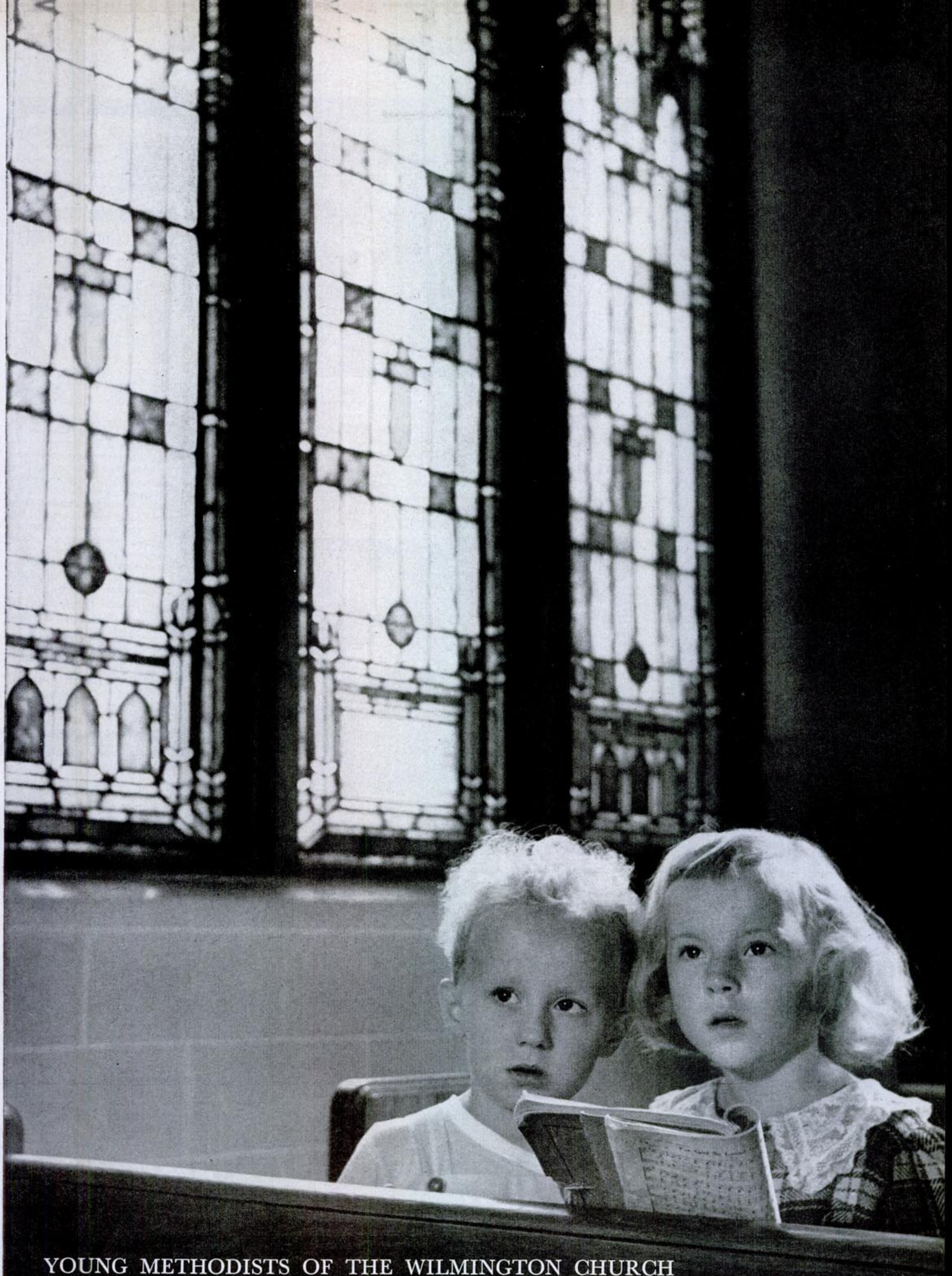
Life; 11) Supplies; 12) Children's Work; 13) Student Work and Young Women and Girls' Work; 14) Christian Social Relations and Local Church Activities; 15) Missionary Education. Members of the Board of Education committees are: 16) Young Adults; 17) Student Work; 18) Boy Scouts; 19) Youth Fellowship. In the lower row stand representatives of the committees of the church: 20) Evangelism; 21) Treasurer; 22) Music (also Choir Director); 23) Good Literature; 24) Temperance; 25) Stewardship; 26) World Peace; 27) Hospitals & Homes; 28) Records; 29) Auditing; 30) Nominating Committee; 31) Finance; 32) Membership.



FAMILY TREE

of Protestantism shows the descent through centuries of modern U.S. churches from Catholic Christendom. The great separatist movements are shown at the top: Lutheranism, Calvinism and Radical Sects which are connected to Calvinism by a dotted line because many leaned toward the austere teachings of John Calvin. The Church of England separated on political grounds (upper left). From these four 16th Century movements many churches formed in Europe, came to America and separated from their parent bodies as indicated by

U.S. dates. The fans of lines shown in the chart represent independent churches in America which grew out of the individual movements, each line representing a single church. Those named, with the dates of their founding, are most of the large or historically important churches. The graph also shows the union of three major Methodist branches in 1939 (lower left) which split in the 19th Century. Since Protestant theologies overlapped each other during their growth, a graph like this has rarely been attempted. It is an extreme simplification, showing each church only in relation to the movement with which it is most closely connected.



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COUNCIL OF BISHOPS is the top executive body of the Methodist Church. The bishops seated here (left to right) are, front row: Hughes (ret.) of Washington, D.C.; Oxnam of New York City; Kern of Nashville, Tenn. (this year's President of council); Chen of Chungking, China; Hartman of Boston, Mass. Second row: Cushman of St. Paul, Minn.; Smith of Oklahoma City; Seelman of Dallas, Texas; Purcell of Charlotte, N.C. and Martin of Topeka, Kan. Third row: Broomfield (ret.) of St. Louis, Mo.; Flint of Washington, D.C.; Welch (ret.) of New York City; Wade of Detroit, Mich. Fourth row: Smith of Houston, Texas; Shaw of Baltimore, Md.; Brashares of Des Moines, Iowa; Ledden of Syracuse, N.Y. Fifth row: Magee of Chicago; Moore of Atlanta, Ga.; Holt of St. Louis, Mo.; Harrell of Birmingham, Ala.



METHODIST COLLEGES include Duke University originally called Trinity College, in Durham, N.C. The university includes a liberal divinity school which is attended largely by the Methodists. Since 1816 the Methodists have founded in the U.S. 9 large universities, 59 colleges and 25 junior colleges.



METHODISTS IN CHINA arrived exactly 100 years ago this September, now claim 70,000 converts and 815 churches, among them the church at Dtau in Hingwa (above). Chinese converts include Generalissimo Chiang Kai-Shek and the famous Soong family. Methodist missionaries work in 50 countries.



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CHILDREN'S HOUR—Three games in a box, "Peanut the Elephant," "Porky the Pig," and "ABC Fishing." \$2.00

ROOK—America's widely loved card game. 75c

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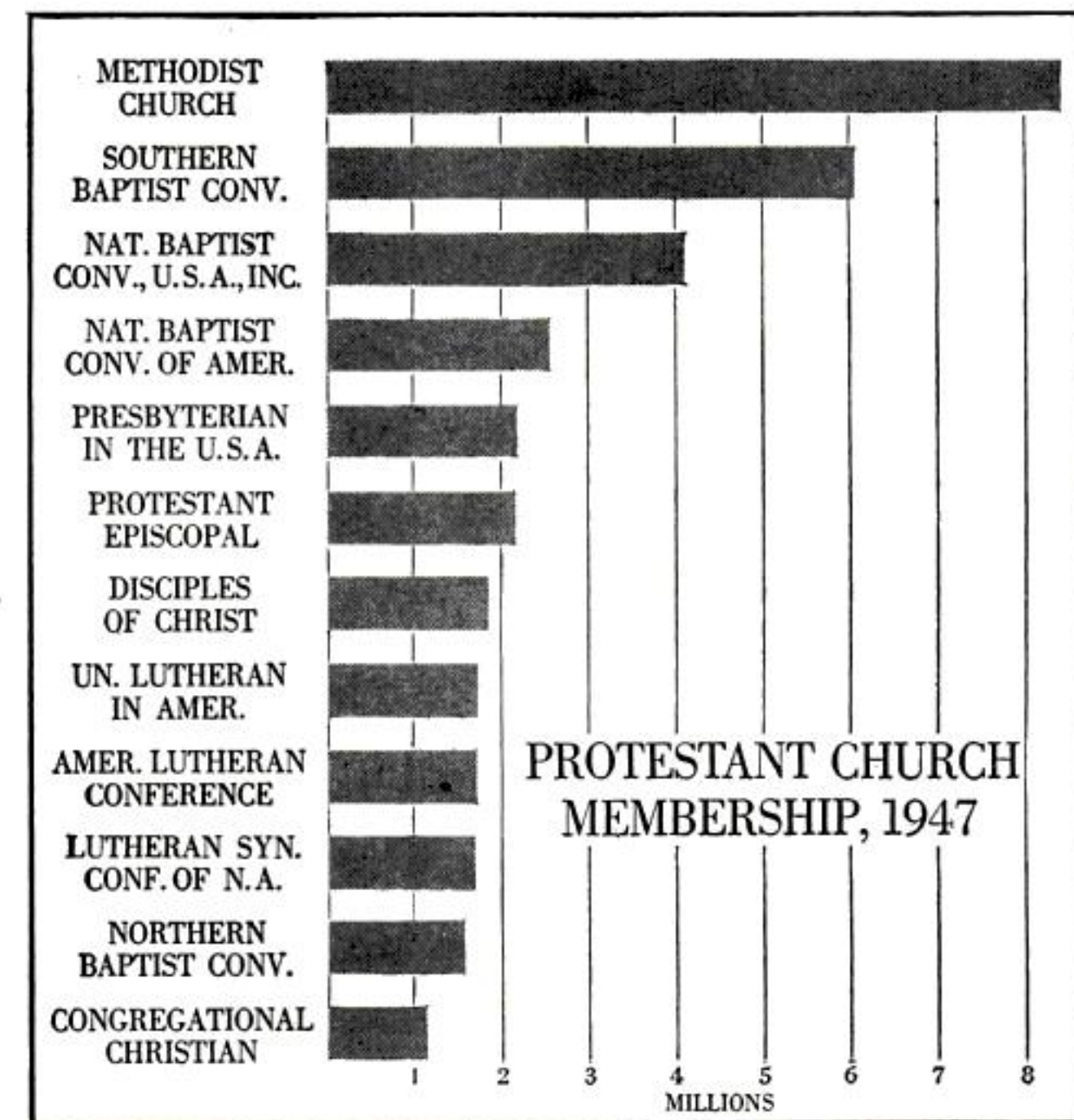
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PRACTICES	METHODIST	BAPTIST	CONGREGATIONAL	EPISCOPAL	LUTHERAN	PRESBYTERIAN
Minister wears vestments?	NO	NO	NO	YES	YES	NO
Altar cross?	Optional	Optional	Optional	YES	YES	Optional
Altar candles?	Optional	Optional	Optional	YES	YES	Optional
Use Incense?	NO	NO	NO	Occasional	NO	NO
Kneel to pray?	NO	NO	NO	YES	Optional	NO
Stand to sing?	YES	YES	YES	YES	Usually	YES
Come to altar for Communion?	YES	NO	NO	YES	YES	NO
Sprinkling or Immersion	Optional	Immersion	Optional	Pour	Sprinkle	Sprinkle
Wine or Grapejuice?	Grapejuice	Grapejuice	Grapejuice	Wine	Wine	Grapejuice
Cross themselves?	NO	NO	NO	YES	NO	NO
Bishops?	YES	NO	NO	YES	NO	NO
Genuflection?	NO	NO	NO	YES	NO	NO
Altar-centered churches?	Minority	Minority	Minority	All	All	Minority

PROTESTANT RITUAL

Of the big Protestant denominations shown in the chart above, Methodists fall between two extremes. On the one hand are the simple services of Presbyterians, who stay in seats for Communion, and on the other the elaborate service of the high Protestant Episcopal Church, where the members kneel in their pews to pray, cross themselves and genuflect when they enter their pews. All the customs designated here are the usual customs of each church, may vary widely in practice of individual churches and on special occasions.



PROTESTANT MEMBERSHIP

Among the 12 largest U.S. Protestant churches shown in this chart the Methodist Church stands at top. Baptist churches would be far larger than Methodists if all Baptist branches would unite. The Methodist figure would be much larger if it included 1,500,000 members of big Negro Methodist churches—African Methodist Episcopal, African Methodist Episcopal Zion, Colored Methodist Episcopal. U.S. Protestant membership is more than 45 million. Worldwide Methodist church membership is almost 10 million.

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LUDEX'S MENTHOL COUGH DROPS

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The pitcher is the umpire, too. He'll call his own pitches—and what kind of a ball game will that be?

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gets twice as much electricity for its money as it did 20 years ago.

Yet today government sets up politically managed electric agencies, and runs them by a different set of rules. They receive subsidies, pay little or no interest on money they borrow, pay no Federal taxes.

If it can sell electricity on this basis, government can sell anything else the same way!

We believe that the people who work in our companies, as well as the people who have invested their savings in them, deserve the same

protection from political attack that most other people still enjoy. When the umpire plays, too, should he call his own pitches?

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It is to your benefit to know the facts about your electric service, and to ours to have you know them. That's why this advertisement is published by America's *business-managed, tax-paying* ELECTRIC LIGHT AND POWER COMPANIES*.

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*The
BISHOP'S
WIFE*

METHODISTS CONTINUED

THEIR CHURCHES

The name on the door of a Methodist church is almost the only way of telling it from any kind of Protestant church. Methodist architecture makes free use of any style which happens to suit the taste of the individual congregation. Some Methodist churches look as Old English as the early cathedral-type Episcopal churches. Others are as simple as the white-steepled Congregationalist churches. Today the Methodist Church publishes an architectural guide for congregations which are in doubt. Below are shown eight typical U.S. Methodist church buildings.



CHICAGO, ILL.



WESTWOOD, N. J.



TUCSON, ARIZ.



NUTLEY, N. J.



LOS ANGELES, CALIF.



CHICAGO, ILL.

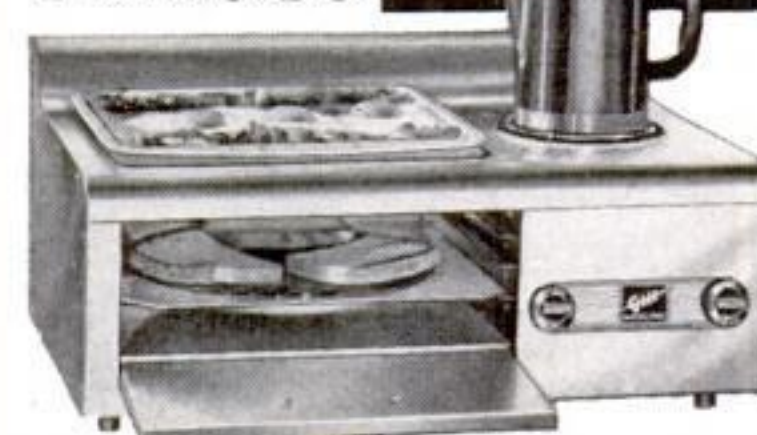


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E MEADOW Set Engagement Ring 200.00	300.00	F JORDAN Set Engagement Ring 575.00 Also \$400 to 3950 Available in gold \$575 and 750	800.00	G CRESCENT Set Engagement Ring 300.00 Also available in Platinum \$350 to 3450	425.00	H HEATHER Set Engagement Ring 350.00 Also \$100 to 2475 and in platinum \$300 to 3450	362.50
I ARCADIA Set Engagement Ring 250.00 Also \$600	375.00	J COUNTESS	2250.00	K EVE Set Engagement Ring 400.00	525.00	All rings illustrated in natural gold available in white gold Prices include Federal tax Rings enlarged to show details	

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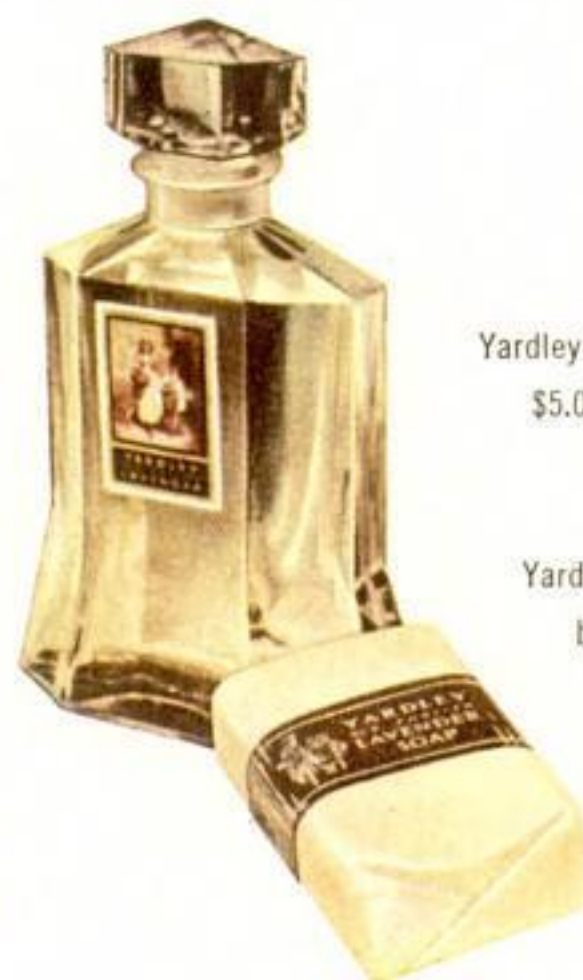
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THEIR SERIOUS YOUNG FACES FRAMED BY BOY-SIZED HELMETS, A 60-POUND FOOTBALL TEAM AT SEARS PUBLIC SCHOOL GOES INTO A SIGNAL-CALLING HUDDLE

KIDS' FOOTBALL

A grade school starts them young with helmets, pads, trick plays

It is a sports truism that boys who intend to be good athletes must start young. Nowhere do they start playing football younger than at Joseph Sears public school in Kenilworth, Ill. Every one of the 167 boys in Sears's eight grades plays football. They are sons of well-to-do parents who live on Chicago's wealthy North Shore and who can afford \$40 football outfits, complete with shoulder pads and helmets (above). Coach Bob Townley uses a T formation, with the quarterback right behind

the center, to keep the ball from being snapped over the fullback's head. But the boys execute trick plays with the speed of players twice their size. The games are intramural, and one night every fall there is a big carnival with six games and even drum majorettes. Although the boys frequently come home with black eyes and bloody noses, parents are sold on the program. In sharp contrast to the high accident rate in sand-lot football, there has not been a broken bone at Sears in 20 years.



A SWARM OF SMALL BOYS covers the field at Sears while Coach Bob Townley (white shirt, left foreground) directs afternoon practice. White jerseys oppose blue

jerseys in each weight class, from 60 pounds to more than 100 pounds. When the boys go into action they play hard and handle the ball with almost collegiate razzle-dazzle.

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TAWN HAIR DRESSING 75¢*
TAWN TALC 50¢*
TAWN COLOGNE (Deodorant) 75¢*
TAWN BRUSHLESS SHAVE 50¢
*plus federal tax

AT DRUG COUNTERS EVERYWHERE ★ McKesson & Robbins, Inc., Bridgeport, Conn.



TACKLING THE DUMMY, Ray Denson, 7, winces from jar as he smacks shoulder into the heavy figure. Dummy is the same size used by college teams.



LEFT END George Burgoyne, 7, is a mess after scrimmage. Like the other Sears boys, he wears football pants to class, dons pads and jersey to practice.



WHYTE LUGGAGE

Presenting—
A DISTINGUISHED
ACHIEVEMENT IN
TRADITION-FREE DESIGN

Overnight \$45
Plus Fed. Tax

Seamless, airtight case of Celanese* Laminate in immaculate ivory-white—lightweight, durable, and magically easy to keep clean. Removable Celanese lining . . . For men and women . . . in five matched sizes . . . On display in department store and specialty shops. Ray M. Whyte Co., Detroit.
*Reg. U.S. Pat. Off.



"A feast for a king," Robin called it

Great oaks still stand in Sherwood Forest. They link us with a past which is half legend, all romance.

Under those oaks Robin Hood and his stout yeomen flung themselves down to laugh and rest after forays. With appetites born of adventure, the band turned to a hearty meal. Crusty brown bread . . . and fair yellow *cheese*.

Since men first learned to tend herds, cheese has nourished human bodies for hard work and sustained action. It is still one of the world's great foods. For it is a concentrate of milk, nature's most nearly perfect food. And we know far more of the science of cheese-making today — largely through the

research and skill of National Dairy's Kraft Foods Company.

Cheese is an important part of the American diet. Its proteins, vitamins and minerals contribute to the national health. Its widespread use means a bigger market for the dairy farmer's products.

And now it is *easier* to serve *better* cheese. National Dairy has developed new cheeses, improved old ones . . . perfected the pasteurization of cheese . . . created hundreds of new cheese dishes.

The research goes forward constantly, in order that America may always enjoy bread . . . and *finer* cheese.

Dedicated to the wider use and better understanding of dairy products as human food . . . as a base for the development of new products and materials . . . as a source of health and enduring progress on the farms and in the towns and cities of America.



These brands assure you of highest quality

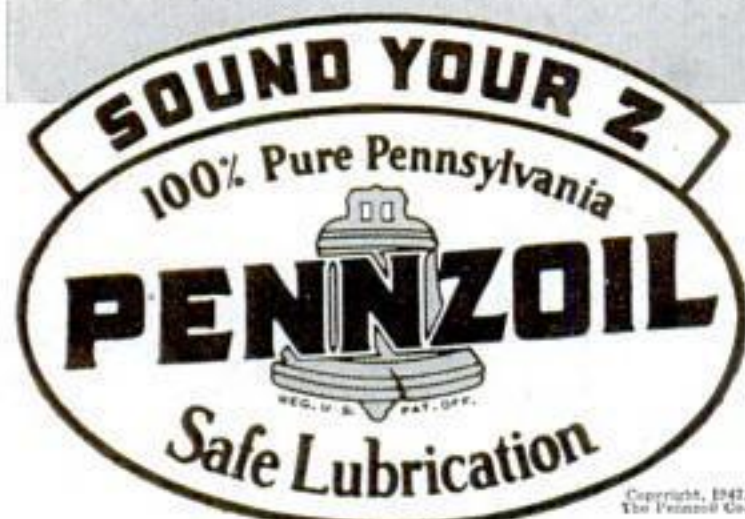
**NATIONAL DAIRY
PRODUCTS CORPORATION**



**DOUBLE
ACTION
PENNZOIL
MOTOR OIL**

**FLOWS FAST
STAYS TOUGH!**

Change to genuine Pennzoil for winter. Sound your "Z" at this sign of better dealers from coast to coast.



*Registered Trade Mark Member Penn Grade Crude Oil Ass'n., Permit No. 2

Tough-film PENNZOIL* gives all engines an extra margin of safety



PROPER STANCE is first thing linemen are taught. John True (extreme right) of "blue" 60-pounders is on his toes, in position to charge fast and low.



TALKING IT OVER during a scrimmage between the 60-pound teams, four "white" players start an argument (left) while a "blue" gets back on his own side.



IN A NIGHT GAME, which drew about 1,200 spectators, a "blue" ball-carrier is smothered. Only once in a great while do the boys cry when hit hard.

Treat Yourself to...



candies
loved since
Grant was
President



For over 72 years

GOODNESS
PURITY
FLAVOR

Hand care
special!



Soothing

Hand Lotion for day
time use, 16 ounce
bottle, usually \$1.50*

\$1.00*

Velvety

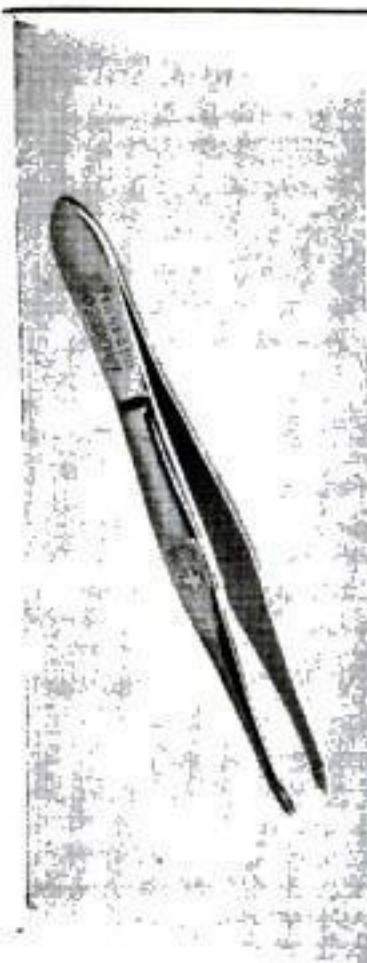
Hand Cream for
night time use, 1/2
pound jar, usually
\$1.00*

69¢*



At drug and department stores everywhere
*plus tax. Fair-trade minimum price—for
limited time only.

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DAGGETT & RAMSDALL**



Use the
Manicure Implements
PREFERRED
BY PROFESSIONALS

La Cross
Tweezers—
meet with micrometer
precision to pull
finest hairs cleanly. 50¢

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For information
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How many women are there in your life?

(They all agree on one thing: There's no gift in the world they'd rather have than a beautiful Hamilton Watch)



The girl that you married. Do you love her even more today than when you married her? And do you still get all mixed up when you try to tell her so? Thrill her on her anniversary with an exquisite "Diamond Set" Hamilton like the one shown directly below. Priced from \$120 to \$5,000.

The girl you're so proud of. Do you have to wait your turn in the stag line to get a dance with your own daughter? Let her know how proud you are with a lovely, dependable Hamilton like the OLGA (second from left below)—17 jewels, 14K natural or white gold-filled case and double-strand bracelet . . . \$59.50.

The girl who's still your best girl. Does she grow younger every birthday? On her next birthday, remember your mother with a graceful Hamilton—made by America's only manufacturer of fine watches exclusively. Below (third from left) is the FL-12—17 jewels, 14K gold case and bracelet, Medallion movement . . . \$275.

The girl you grew up with. Has she always been such a good pal that you've never minded her being a sister instead of a brother? This Christmas give her the gift she's always wanted—a slim and stunning Hamilton like the FRANCES (fourth from left below)—17 jewels, 14K gold case, Medallion movement . . . \$100.

The watches below were picked to suggest Hamilton's wide variety of styles and prices. See your jeweler for other appropriate Hamilton gift watches from \$52.25 up. Prices include Fed. Tax.



Aside to the ladies: If there's a man in your life you're very much in love with, tell him so with a handsome Hamilton. Above (left to right): ENDICOTT—17 jewels, 10K gold-filled case, \$52.25; GILBERT—19 jewels, 14K gold case, \$120; LESTER—19 jewels, 14K gold-filled case, \$66.

The finest hairspring ever developed! It's the exclusive Hamilton Elinvar Extra—anti-magnetic, rust-resisting, true at all temperatures. First used in Hamilton Railroad Watches, then in Hamilton war timepieces, it now assures greatest accuracy in every Hamilton made. Send for FREE catalog and revealing booklet, "What Makes a Fine Watch Fine?" Hamilton Watch Company, Dept. B-7, Lancaster, Pennsylvania.

PM

DE LUXE

For **P**leasant **M**oments



*PM used to be a time of day.
But now, to millions of people,
it means "Pleasant Moments" . . .
the superlatively smooth, mellow whiskey
that's always the Perfect Mixer,
the flavor that favors all Promising Moods!
Those two little letters have made
a big name for themselves . . .
PM, Prime Minister to discriminating tastes!*

IF IT ISN'T **PM** IT ISN'T AN EVENING!

National Distillers Products Corp., N.Y., N.Y. Blended Whiskey. 86 Proof. 70% Grain Neutral Spirits.



MONTE CARLO'S CASINO (RIGHT) AND TERRACE RESTAURANT HUG SHORE OF MEDITERRANEAN

The New Riviera

Black-marketeers, tourists and a Cherokee Indian have replaced the aristocracy in the lotus land bordering socialist Europe

by CHARLES J. V. MURPHY

EUROPE, if one reads only the political cables, looms as a vast, unrelieved poorhouse. Yet judgment in these matters is governed by the point of view, and the American point of view regarding Europe, as I learned from a chance re-encounter with a fellow countryman on the Riviera this summer, can reverse itself rapidly.

This other man and I had met, of all places, in a bar in Labrador while en route between New York and London. It was one of those glancing, international-acquaintances which are inherent in air travel. From London we had gone our separate ways, and, having myself proceeded a week later to Cap d'Antibes in southern France on the edge of the Mediterranean, I was surprised and pleased that he should be the first person in view as I walked into the bar of the Eden Roc

Pavilion. He was sitting alone, a fact which assumed some importance by reason of the half-dozen empty bottles under his table.

Yet it was not his determined private conviviality that startled me. It was the change in his appearance. In Labrador he had been entirely in character—dark, pin-striped suit, sober necktie, black shoes—the American businessman. But the man who confronted me at Eden Roc would

have convinced a Tahitian beachcomber that he was face to face with a castaway in the final stages of dissolution. His shirt was a tawny-colored affair, open at the throat. For a belt he employed a necktie. His pants were rose-colored burlap. And in place of shoes he wore rope sandals with his toes sticking out. He had been reading the Paris *Herald Tribune*. Shoving the newspaper into the wine



"BIKINI" IS LATEST MODEL RIVIERA SWIM SUIT

bucket, he greeted me jovially. "Well, if Europe is really going to blow up, we'll never hear the explosion here."

In a little while I understood. I settled down at the Hôtel du Cap d'Antibes to watch what used to be called the "international set" in the serious business of recovering its lost pleasures. A more strategically placed observation tower—and a more agreeable one—would be hard to find. The Cap is a toy-sized spit of white rock thrust into the bland, blue sea. Cannes is 15 minutes in one direction, Monte Carlo an hour in the other. The hotel itself, an establishment of 90 rooms with huge blue shutters, pale-beige walls and mansard roof, sits like a frosted cake at the top of a small hill. At the foot of a pine-bordered gravel path is the famous Eden Roc, which is scarcely a rock at all. Rather it is a conjoined swimming pool, bar and terrace restaurant. This unique merger of facilities makes it possible, at the expenditure of a total of 100 steps, to refurbish a tan, eat a fine lunch, cure one hangover and embark upon another, in a practically continuous operation.

Periscope off Eden Roc

MY first question was, "Where is the Aga Khan?" In the great days of the 1920s the Aga Khan, with his women, horses and gambling, was one of the mighty figures of the Côte d'Azur. Every afternoon he would stroll into Lloyd's Bank in Monte Carlo to draw, with the stroke of a pen, two million francs. Wrapping up this sum, vast by prewar standards, in an old newspaper, he would tuck the bundle under his arm and walk back to his hotel, well-heeled for the evening's play. That princely gesture belongs to the past. Quite ill and in a state of retirement, the great spender passed the summer in Switzerland; he never once set foot on the Côte d'Azur. But in a sense the historic connection goes on. One day, off Eden Roc, my attention was directed to an extraordinary sight—a periscope moving over the water protruding from what appeared to be the back of a small whale. In a little while the moving figure thrashed, a human head encased in goggles rose dripping to look around. This, I was told, was the Aga Khan's 14-year-old son Sadrudin. Not yet aroused to the exotic interests of his famous father, Sadrudin spent most of the summer semi-submerged, equipped with a crooked breathing tube and a spring harpoon for spearing the octopuses that lie under the rocks. Though still a boy, his already enormous size guarantees that he will not be long catching up with his father.

Nor was this the only link with a fabulous past in evidence on the Riviera this summer. The Palm Beach Casino at Cannes is a pink plaster palace by the sea. On my first visit I noted with awe an imperious woman ablaze with diamonds and emeralds the size of baseballs, and with hair the color of a fog-penetrating beacon. This woman was the last of the Dolly Sisters, Roszika, wife of Irving Netcher, department-store executive. Roszika, or her sister Jenny, nobody today is quite sure which, in the dear, dead days, took the Greek syndicate for 13 million francs in a single night. Now operating on a less grandiose scale, she was nevertheless a nightly visitor to the Casino, sitting always at the "Big Table," in the same chair, an enigmatic smile playing over her heavily powdered face, a long cigaret holder pirouetting over the neat architecture of 100,000-franc plaques.

CONTINUED ON PAGE 140



GRETA GARBO AVOIDED CAMERAS AND SLIPPED IN AND OUT QUIETLY



SUITS ALLOWED EVEN TANNING



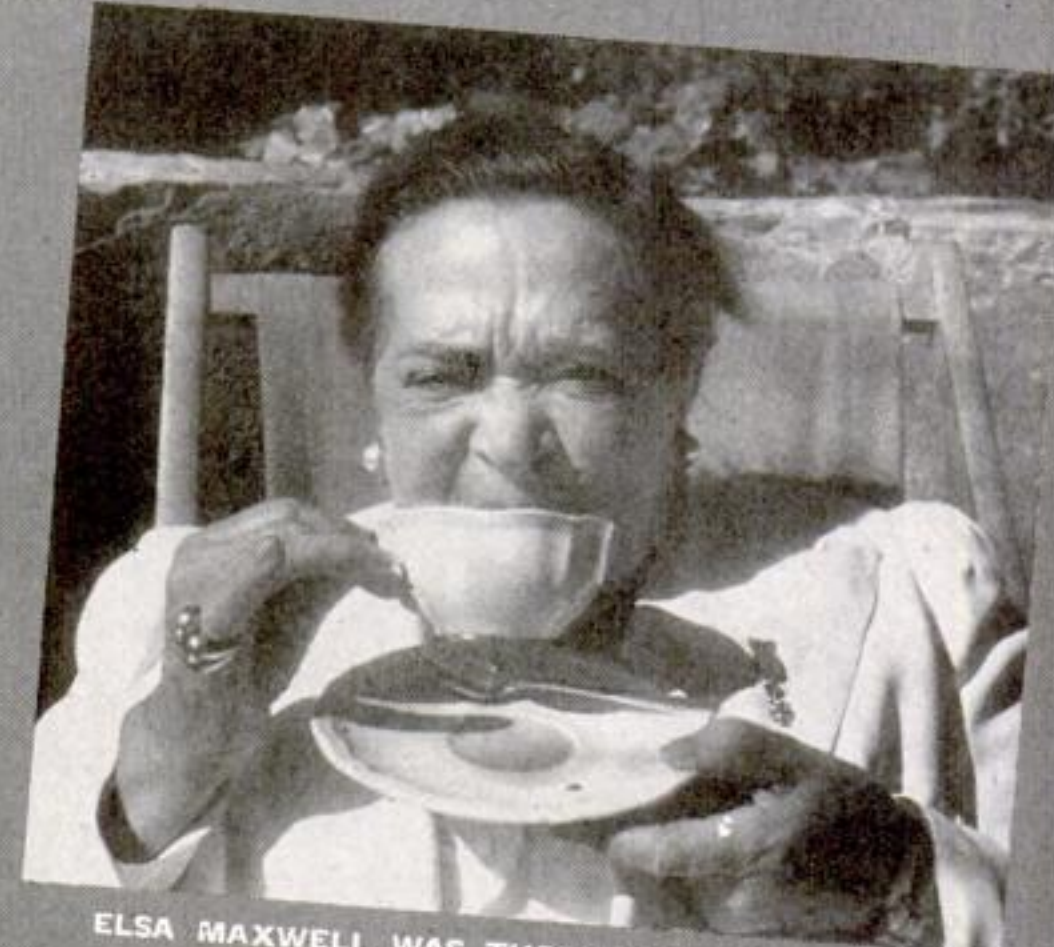
ROSIE, LAST OF FAMED DOLLY SISTERS, WAS BACK AT OLD STAND



ORSON WELLES WAS POPULAR ESCORT



DORIS DUKE ON HONEYMOON



ELSA MAXWELL WAS THERE MOST OF SEASON



PUBLICIST JOHNNY MEYER POPPED UP WITH A PRINCE



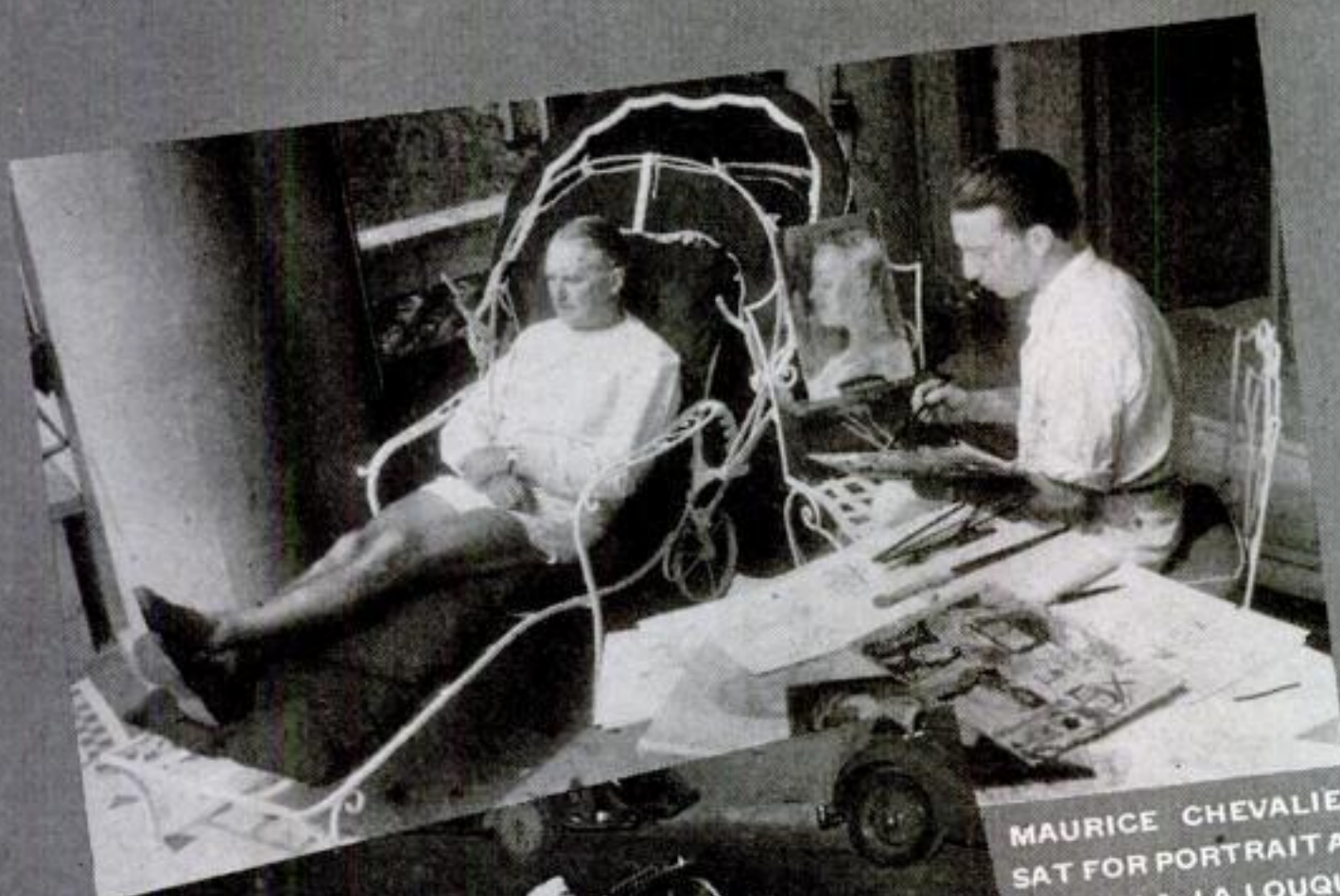
MOVIE MAGNATE JACK WARNER WENT TO RIVIERA IN PRIVATE YACHT



SKATER SONJA HENIE DISPLAYED ALMOST-NEW LOOK



ROSITA WINSTON (CENTER) CLINCHED NEW POSITION OF MOST-TALKED-ABOUT RIVIERA HOSTESS WITH PARTY FOR OFFICERS OF U. S. CARRIER "LEYTE," COMMANDED BY REAR ADMIRAL RALPH E. JENNINGS (IN UNIFORM). OTHERS WERE EXILED PRINCE PIERRE OF MONACO (LEFT) AND U. S. CONSUL AND MRS. HARTWELL JOHNSON



MAURICE CHEVALIER SAT FOR PORTRAIT AT HIS VILLA, LA LOUQUE



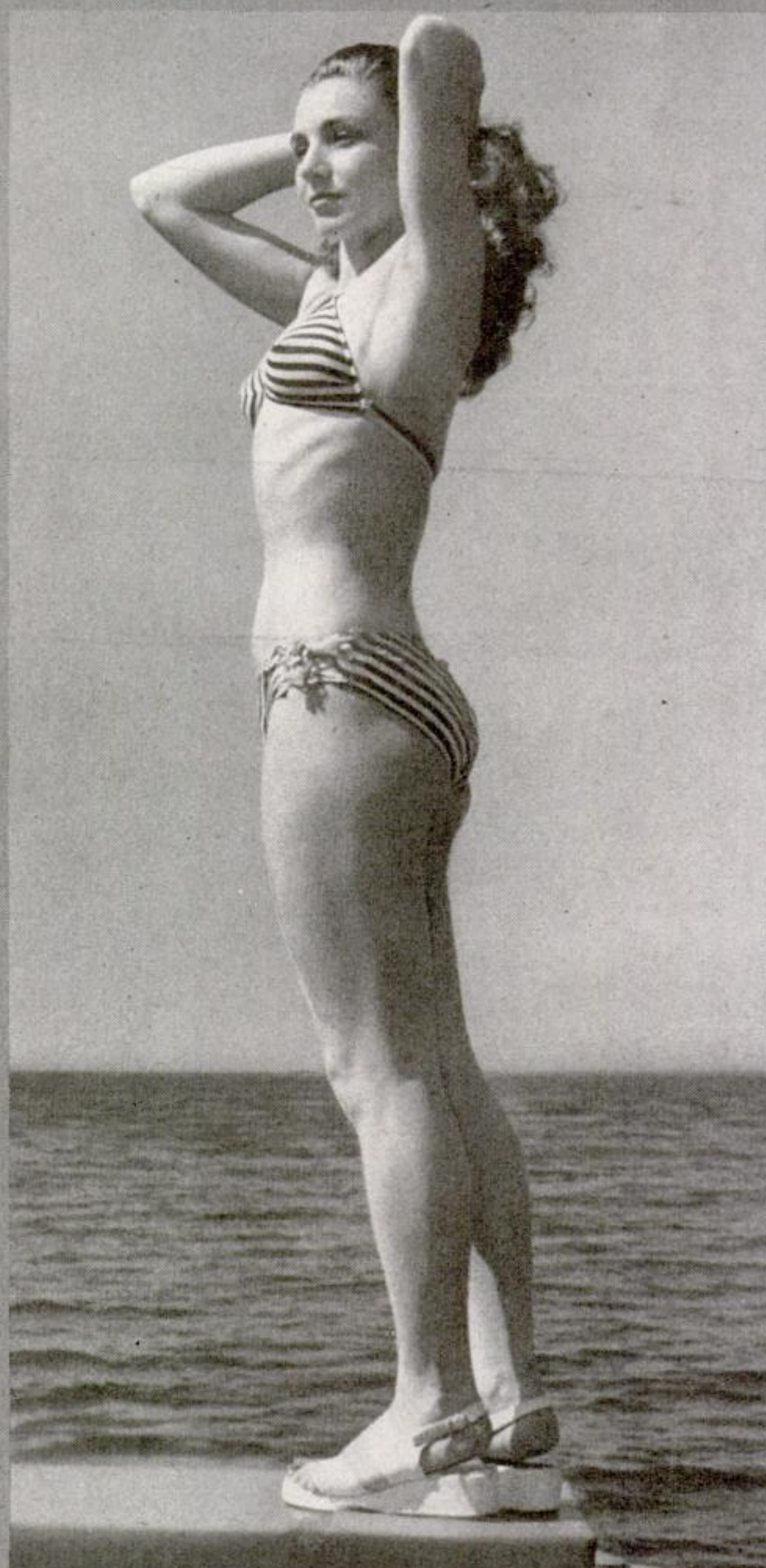
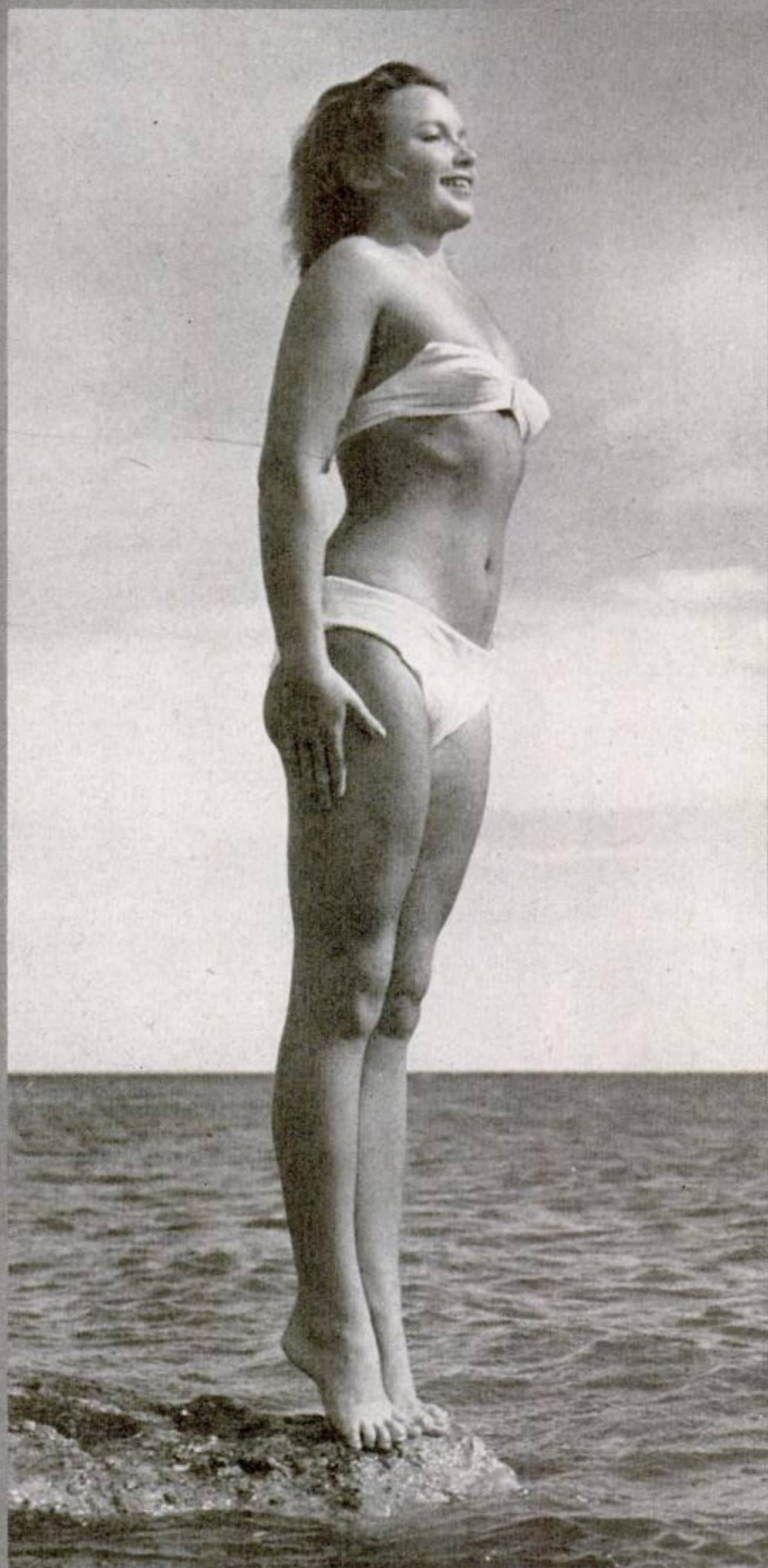
DR. PICAUD, "COMMUNISTICALLY INCLINED" MAYOR OF CANNES, ENTERTAINED PRETTY STARLETS AT INTERNATIONAL FILM FESTIVAL



FRENCH SINGER YVES MONTAND AND FRIEND AND CAR



WAR SURPLUS DUCK MADE PLEASURE CRAFT



SCANT BATHING ATTIRE FLOURISHED IN ENDLESS SUNSHINE, RANGED FROM DIAPER EFFECT AT LEFT TO LACED-UP ZEBRA LOOK AT RIGHT

RIVIERA CONTINUED

Confronted, almost at first glance, by such a familiar spectacle, one could understand why the old roués and playboys, returning to familiar haunts after an absence of eight years, were moved to exclaim not over the way things had changed but rather how much they were the same.

In the lobby of the Carlton in Cannes stood the assistant manager, the dark and amiable M. Cap De Ville, exactly where they had all left him in 1939. And in Monte Carlo Casino, exactly as if there had been no big war, was that dear, dear General Polovtsoff, bowing gallantly from the waist, kissing the ladies' hands and full of funny stories about *his* war—the one he fought for the

dear czar in 1904. And a rustle as of the turning of a page of Edwardian memoirs was heard in the calm plaza of Monte Carlo when the stooped and shriveled Señora de Bittencourt, who had been the friend of the Empress Eugénie, appeared briefly on the terrace of the Hôtel de Paris. At all the good hotels the same concierges smiled their familiar professional smiles from behind the desks; the same maîtres d'hôtel and patrons were in charge of the good restaurants. And from their hideaways around Cannes the last remnants of the waltz-loving colony of Russian grand dukes, now in their second generation of beach-combing and grown middle-aged, paunchy and balding, swam forth happily to renew old friendships and seduce new ones.

No doubt about it, the 2,000 or so Americans

who turned up this summer on the Riviera discovered, about 20 hours from New York, a wholly unexpected Europe—a veritable sliver of lotus land, a realm composed entirely, as far as they need know, of theatrical mountains, a blue sea, gleaming white villas, pastel villages, irrigated by champagne and a *vin du pays rosé*, and inhabited by people whose pockets are stuffed with 5,000-franc notes, who subsist on steaks, soufflés and *mille feuilles*, and whose only occupations are the unflagging pursuit of trifles and the slow burning of the body back to the aboriginal brown.

On this sunny Mediterranean ledge, which runs from Cannes in France to Menton near the Italian Riviera, the men wear practically nothing and the women a good deal less. It is a com-

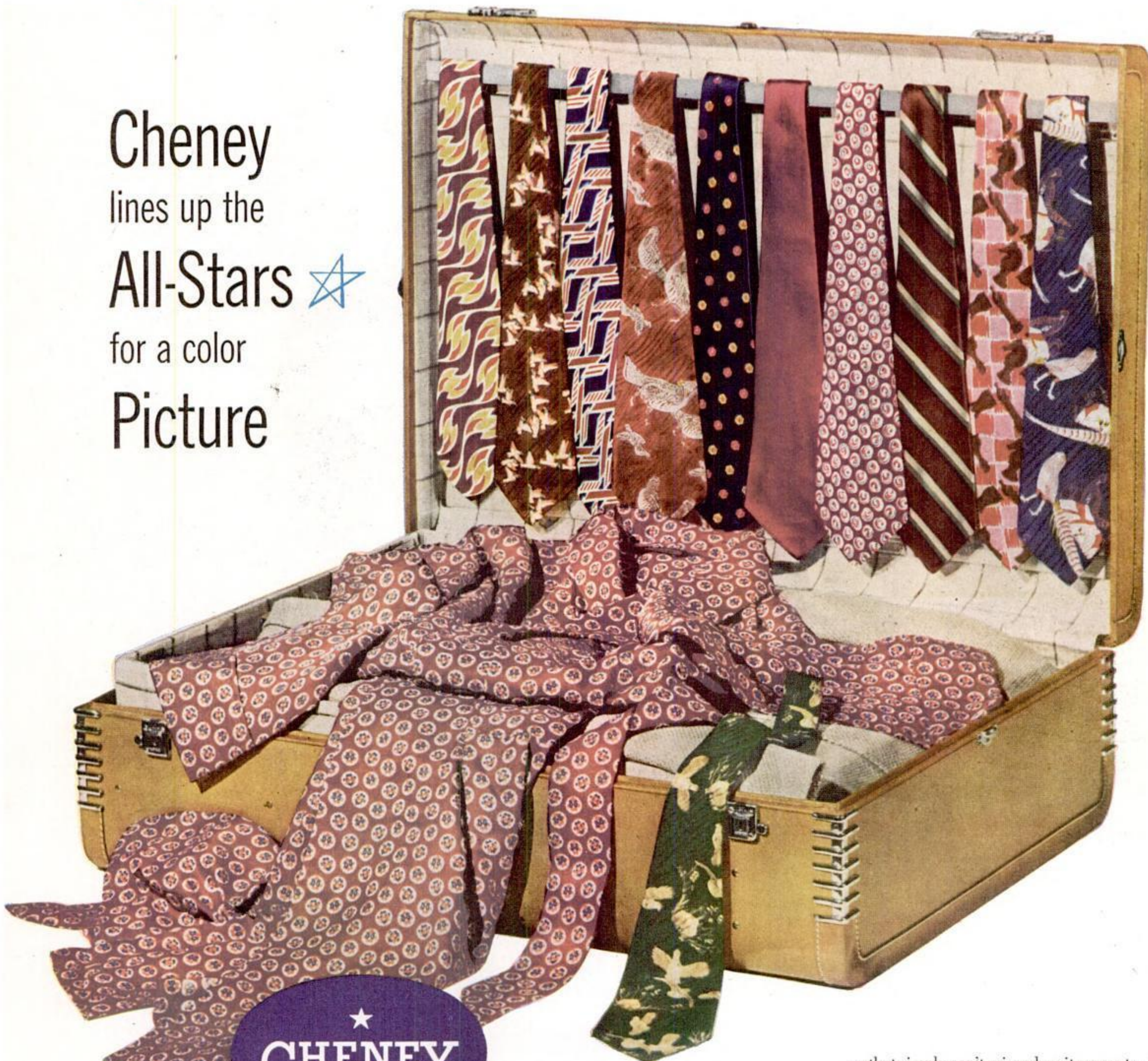


SHE: Tie designing is fascinating! But how can I be sure to pick the ties *you're* sure to like?

HE: You tell her, Fred.

DESIGNER: Easy! Take this design—it may never become a tie. It's up to our tie jury. And only designs voted most-likely-to-succeed go into Cheney ties—like those below.

Cheney lines up the All-Stars ☆ for a color Picture



★
CHENEY

FOR THE NAME OF YOUR NEAREST DEALER, WRITE DEPT. L,
CHENEY BROTHERS, 350 FIFTH AVENUE, NEW YORK 1, N. Y.

ALL-STARS? Right! And it's Cheney teamwork that makes them so. Cheney fashion scouts, topflight designers, design jury and fabric masters—all take a personal interest in every tie that says "Cheney" on the label. That's a line-

up that simply can't miss when it comes to creating ties that are definitely winners.

In rayon, or nylon, or pure silk, as only Cheney handles it. \$1 to \$3.50.

True, too, for Cheney tie-fabric, feather-weight robes in nylon or rayon. \$18 to \$29.50.

NEW! ANGEL FACE

by

POND'S

Heavenly new make-up...
Goes on without water!
...and stays!

New!
Stays on longer
than powder

You don't need foundation cream with Angel Face! A smoothing "cling" ingredient is pressure-fused right into it! That's why Angel Face goes on so easily... stays on so angelically.

New!
Not a cake make-up -
No water! Not drying!

Easier to apply! No wet sponge—no greasy fingertips! Just smooth on your Angel Face with its own downy-soft puffet. You'll love the glamour-toned mat finish it gives you—softer than cake make-up—and not drying!

New!
Can't spill in your handbag

Carry your Angel Face everywhere—use it anywhere. It doesn't spill over your bag or clothes. Isn't greasy or messy. Doesn't need water, foundation, or loose powder. It's perfect complete make-up!

Society Beauties say:

"Angel Face is the most useful beauty accessory! In a minimum of time, it gives a completely new make-up. No water, no foundation, and no loose powder to bother with! I always carry Angel Face in my handbag!"

THE COUNTESS DE PETITEVILLE

"Such a perfect new make-up! Angel Face gives the smooth texture of a cake make-up—but looks softer and more natural on my skin. And it involves no damp sponge, no greasy fingertips. You can smooth on Angel Face in a moment—anywhere!"

MRS. ROBERT BACON WHITNEY



New COMPLETE Make-up!

No wet sponge!

No greasy fingertips!

5 angel-sweet shades!

With its own soft puff—89¢, plus tax



ANDRE SELLA inherited fabulous Hôtel Du Cap D'Antibes from his father, who made it a gathering place for Russian grand dukes and English aristocracy.

RIVIERA CONTINUED

mentary on the French postwar mentality that while great powers grope uncertainly through the atomic age, the most conspicuous example of French genius visible in southern France was a bathing suit named, with a fine show of cynicism, the Bikini. It begins well below the navel and proceeds rapidly to the point of astonishment.

In the land of the lotus-eater nothing is real—least of all the women's hair. The money is make-believe. Only the black market is real. Nobody ever goes to bed before 4 o'clock in the morning. Lunch is at 4 in the afternoon and breakfast is apt to be a sliced pear or a bunch of grapes introduced into the stomach after that overburdened organ has been mellowed with a champagne cocktail. Here the only topics of conversation are *l'amour*, the dollar rate and yesterday's indiscretions. ("I had three Martinis, a filthy lunch with the most boring people.") If these people can be said to possess a code of conduct, it was no doubt summed up in the unusual compliment which I heard one woman pay another, of some repute in the international social world: "Stinking every night; fresh as a daisy by lunch."

The effect of all this upon Americans was quite what one would expect, if anything a little more so. Sober bank presidents and corporation board chairmen, having run the French customs with \$100 bills pinned to their underwear, conducted themselves thereafter with the gay profligacy of a small boy who had snatched the brass ring on the merry-go-round. Off Eden Roc, impelled by some deep gregarious instinct, there appeared one afternoon two white yachts. In one was Jack Warner, celebrating the largest single killing of the season at the Casino. And in the other was a memorable figure—Johnny Meyer, Mr. Howard Hughes's public-relations man. I had no way of knowing what Senator Brewster was doing, but Johnny was certainly still in a party mood.

This vignette of the American tourist on the historic playground of Indian maharajas, British dukes and earls was swiftly succeeded by another. In the heat of the afternoon, while I rested in my room, from the path below my window rose the sharp crunch of gravel and the sound of a voice raised in anger. "Darling, it was an abominable business. They don't seem to know who I am here. This tiresome waiter—." The rich Burgundian tones of Orson Welles were unmistakable. It gave one a turn to recall that this same voice had terrorized the U.S. only a decade ago with its hysterical description of an "invasion" from Mars. Now it was raised in querulous abuse of a terrified French waiter who, on finding himself left with several thousand francs of unsigned bar chits (equal to four old-fashioned), had pursued Mr. Welles down to his cabaña to collect.

For Mr. Andre Sella, however, the bald, jovial, reserved proprietor of the Hôtel du Cap d'Antibes, the climax of the season came one night in July when, via the hotel's grapevine, he discovered that from San Raphael to Menton every bedroom was occupied and solidly booked for six weeks ahead. The Hôtel du Cap itself had 200 more demands for reservations than it had rooms.

Mr. Sella's spirits soared. "For the first time in my life," he exclaimed, "I can now choose precisely the clientele I desire. Mrs. Margaret Biddle; the Marquis and Marquise del Meritó; Lily Pons



HAIR UP



HAIR DOWN



HAIR BOBBED



HAIR LONG

EVERY Style NEEDS A VENIDA The Guaranteed HAIR NET



For every type of hair-do, 7 styles of Venida Nets . . . for work, play, parties, sleep . . . for every shade of hair. Venida Nets, of genuine human hair, are all-

but-invisible. To keep your hair glamorous 24 hours a day, you need a Venida. —Rieser Co., Inc., New York 18, N. Y. COIFFURES BY WERNER OF SWITZERLAND, N. Y.

Dad's a little JEALOUS!



Dad was born 20 years too soon. In his day—there were no Roadmasters! You can't blame him for being a little jealous. Junior's new Roadmaster, "America's Finer Bicycle" is a beauty, and safer, too. Smartly styled, expertly designed, it has everything

— combination tail light and brake operated stoplight...electric horn... improved Shockmaster fork...100% stronger electronically welded frame...and many other features. That's why Dads all over the country are choosing Roadmaster for their youngsters. See the new Roadmaster at your dealers. You'll know why it is "America's Finer Bicycle."



THE CLEVELAND WELDING CO.
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ROADMASTER



RECIPE: Hot Dan the Mustard Man's sauce to serve with hot or cold meat: Combine equal portions of French's Mustard, horse-radish and evaporated milk. Stir in a little mayonnaise if you like a milder flavor.

MADE OF THE FINEST SPICES AND MUSTARD SEED MONEY CAN BUY
Also made in Canada



There's no nicer way to remember friends and business associates at holiday time than by giving COBBS famous tree-ripened fruits and tropical delicacies from the sun-drenched heart of Florida. Gift No. 35, shown above, is a colorful, Mexican half-bushel wicker hamper containing approximately 23 lbs. of oranges, grapefruit, tangerines, kumquats, limes, and sugar loaf pineapple — holiday dressed and boxed for safe delivery. Satisfaction guaranteed. "Store fruit" never tasted like this! Price, \$6.50. Express charges prepaid by us. All orders must be accompanied by check or money order. Send for free, beautifully illustrated brochure-price list showing other popular COBBS gift fruit suggestions in natural color. We are America's largest Packers, Shippers, and Manufacturers of tropical gift fruits and delicacies. We do not ship cold storage fruit!

Order NOW for Christmas!

COBBS, Box C-7, Little River, Florida
☐ Enclosed is my check or money order for \$....., for gift packages to be shipped to names on attached list. For Canadian shipments add 10 per cent.

☐ Please send me your beautifully illustrated brochure-price list.

My name.....
St. & No.....
City..... State.....



EDEN ROC, shore-front outpost of the Hôtel du Cap d'Antibes, is a fashionable Riviera meeting place for holidaymakers seeking a tan, a swim or a drink.

RIVIERA CONTINUED

and Andre Kostelanetz; the Marquis Henri de la Falaise, Gloria Swanson's ex-husband; Captain Guy, the aide to General de Gaulle, a charming young man; Mr. J. B. A. Kessler of Royal Dutch Shell; two Polignacs; Mr. Campbell, heir presumptive to the Duke of Argyll, and his wife. Now, like an artist, I can fit them all together with regard to the over-all picture."

The paradox of this shining example of capitalist recovery is that it was enacted and to no small degree encouraged under Communist auspices. Juan-les-Pins, Nice and Antibes all have Socialist mayors and predominantly Communist municipal councils. Cannes has as mayor a shrewd, bold politico, by avocation a doctor, M. Picaud, who describes himself as "Communisant"—meaning Communist inclined. However, because the two billion francs a year which the tourists normally spend on the Riviera are the chief support of its population, the Communists have suppressed a natural instinct to barrack, heckle and otherwise discommode the timid fun-loving capitalist on his favorite playground. On the contrary, in their anxiety to lure the capitalist into profitable ambush they have gone to lengths that I never expected to witness in my lifetime—a social column in the Communist journal *Patriote* of Nice, which reports the parties of the rich with a sprightliness not ordinarily encountered in proletarian journalism.

Although the volume of tourists on the Riviera approached pre-war peaks, the amount of money they spent, reflecting the British restriction of £75 per person, was far below the lavish standards of the 1920s. Even so the preparation of the "big table" in Cannes for the night's baccarat play was attended with as much grave ceremony as the seating of a conference of foreign ministers. Place cards with the names of the players were laid in front of every chair; the long, thin wooden paddles for flipping the playing cards were racked reverently among the neat piles of 100,000 franc chips; the lights were dimmed against the arrival of the gamblers from their fine dinners.

Fifty kilometers away in the rococo splendor of the Monte Carlo Casino, Mr. Reginald George Simmons, the bright, bespectacled, birdlike Cornishman who runs the baccarat bank, lamented the disappearance of such mighty gamblers as Andre Citroen, the French motor magnate; Sam Goldwyn in his salad days, and the Duke of Westminster. Yet, with American millionaires from the boards of big conservative corporations sitting imperturbably among Corsican and Tripolitan millionaires of obscure connections and betting the maximum of 200,000 francs a coup, Mr. Simmons managed to maintain a rhythm of 420 coups a night, at an average of 500,000 francs.

But more than by the gambling, more even than by the glossy cars, the Riviera's pervading air of luxury was generated by



Roast turkey for the holidays—an American tradition. This year try a tender young Swanson turkey, fresh from Swanson's own flocks, completely dressed, cleaned and quick-frozen for your convenience. Good? Best you ever tasted! Order one at your market—today!



Like Smoked Turkey?
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Simple!
Saving!
Satisfying!

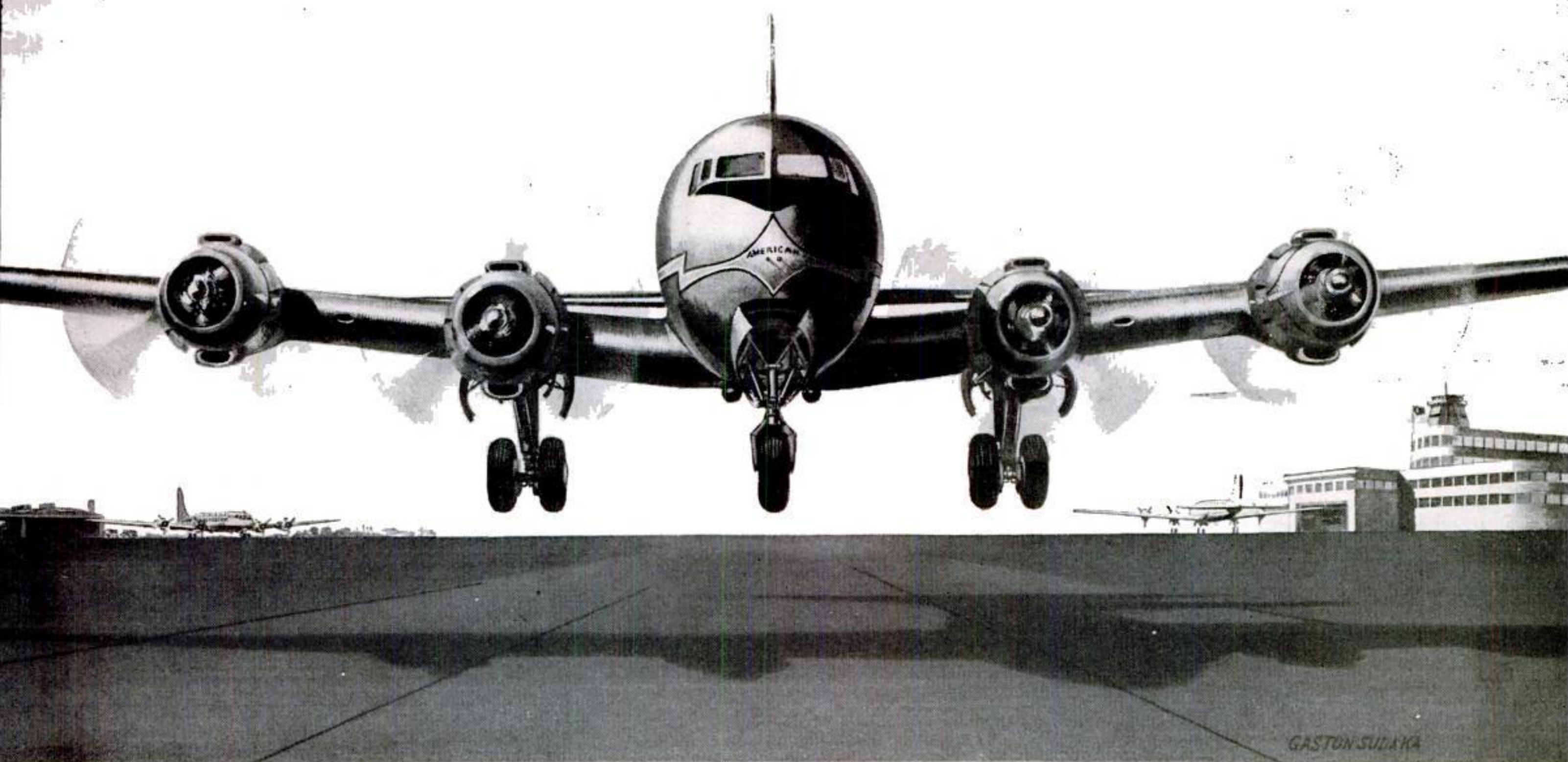
Swanson

C. A. SWANSON & SONS • OMAHA, NEBR.





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**Every 57 seconds, 24 hours a day
a Flagship arrives or departs**



**It's a DC-6—
It's a Douglas—
It's a Flagship—
It's AMERICAN—
It's the Best!**



American makes more scheduled flights than any other airline!

Day-in and day-out, AMERICAN AIRLINES leads the way in frequency of scheduled airline flights. Every 57 seconds marks the arrival or departure of a FLAGSHIP at some point along AMERICAN'S far-flung routes. No other domestic airline operates so many planes—or carries so many passengers. Here again is striking evidence of AMERICAN'S leadership in the field of airline transportation—a leadership based on experience unsurpassed by any other airline in the world.

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RIVIERA CONTINUED

two restaurants. One is the Bonne Auberge between Antibes and Nice. The other is the Château Madrid between Nice and Monte Carlo. To describe them as the two most expensive restaurants in the world would only start a hair-splitting argument. In both places, however, the hors d'oeuvres trays presented a wider variety of delicacies than one will find at the Dorchester or at Claridge's in London in a year. And it was a fairly simple matter to spend on food and drink 5,000-6,000 francs, roughly \$45 to \$55 per person.

Such food, of course, was not for the other people of Provence. The unblinking lights of the tiny night fishing boats on the brimming black waters of the Golfe Juan were silent reminders to the gorged visitor of the labor underlying his pleasure. And the long queues in front of the butcher shops in the little villages of Juan-les-Pins or Antibes testified to the inconveniences and uncertainties confronting those who could not pay 1,000 francs for an ordinary lunch.

By an ironic turn the most sumptuous occasions at Cannes coincided with the French government's decision to cut the French bread ration by 50 grams. The Nice newspaper had proclaimed, "Bread is the No. 1 problem of the government." But under the moon at Cannes the Casino orchestra played *Oh, What a Beautiful Morning*, and a woman familiar with such matters assured me that there were at least two dozen Paris gowns on the dance terrace which had cost 100,000 to 150,000 francs each.

Contemplating this scene, my friend, a Pennsylvania oil man, said, "I am going back home in a week; and I think I am going to be able to tell my grandchildren that in 1947 I was on the Riviera, watching these people throw out the last firecrackers. Not that I haven't tossed a few myself."

If any lesson is to be elicited from the first full Riviera season, it is the obvious one that the rich as a class are indestructible. Wealth never disappears. It only changes hands.

"Who are these people?"

THIS truism was impressed upon me by a little scene at Eden Roc. A middle-aged woman of marked charm and authority had paused near my table to let her eyes rove the crowded terrace. In the manner of a duchess who had discovered a plumber's clambake in full progress in her garden, she asked irritably of her companion, "Who are these people? Where do they come from? I do not know a single one."

I thought at the time that the lady had drawn an unnecessarily fine line. Though few of the people who habitually find lodgment on the Riviera ever figure in my life, I had already seen and recognized from newspaper and magazine photographs or had had pointed out to me such divers personalities as Sonja Henie, Greta Garbo, Doris Duke and Barbara Hutton, Air Marshal Sir Arthur Coningham, Maurice Chevalier, William Paley and his beautiful bride, Mme. Eva Perón, Freddie McEvoy skimming over the blue water in his girl-bestrewn yacht, the *White Swan*; Georges Carpentier, "Mac" Kriendler of "21," Charles A. Munroe, the rich St. Louis banker, the only American ever to give up his citizenship to turn Monacan—an act of renunciation inspired by his disapproval of New Deal policies. Also present this summer was "Honeychile" Wilder, a charming young Riviera inhabitant who divides all other women on that competitive shore into two categories, "Good tomatoes" and "bad tomatoes."

Although many of these folk were recognizable celebrities, that was not the lady's point. The people she had in mind were those whom she had known on the Riviera before the war, the rich families who had occupied the great villas behind Cannes and on Cap Ferrat and Antibes or who took suites at the Hôtel du Cap or the Hôtel de Paris in Monte Carlo, the people who had always—or at least as long as their children could remember—had money and position.

Not many such people were in evidence, at least among the British and French. The great villas either remained closed or were rented to transients by their hard-pressed owners. W. Somerset Maugham, who has lived for years in a handsome white villa on Cap Ferrat; the Duke and Duchess of Windsor on the Cap d'Antibes and a handful of other long-standing Riviera residents made a few modest gestures toward reviving the stately prewar traditions of villa life. But otherwise the prewar Riviera cast was chiefly represented by elderly alcoholics, playboys and adventurers. It is one of the most confusing aspects of Riviera society that these categories have all but achieved the dull status of respectability while other people are regarded as eccentrics.

On the basis of the swath they cut on the Riviera this summer, the Belgians are Europe's *nouveau riche*. They turned up every-

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IT'S IMPORTANT, when you have a cold, to keep your intestinal tract open. If you need a laxative, take Ex-Lax!

Ex-Lax gets results easily, comfortably—it isn't violent or upsetting as some laxatives are. When you take Ex-Lax, you hardly know you have used a laxative, except for the satisfying relief you get.

Yet, gentle as it is, you can depend on Ex-Lax for a thorough cleaning out. It is biologically tested for effective action. Many doctors use Ex-Lax in their practice.

And remember, Ex-Lax has a delicious chocolate taste—not a bit like medicine. It's a real pleasure to take!

So get Ex-Lax. It's America's most widely used laxative—the favorite of old and young alike. Still only 10¢. Economy size, 25¢.

When Nature "forgets" . . .
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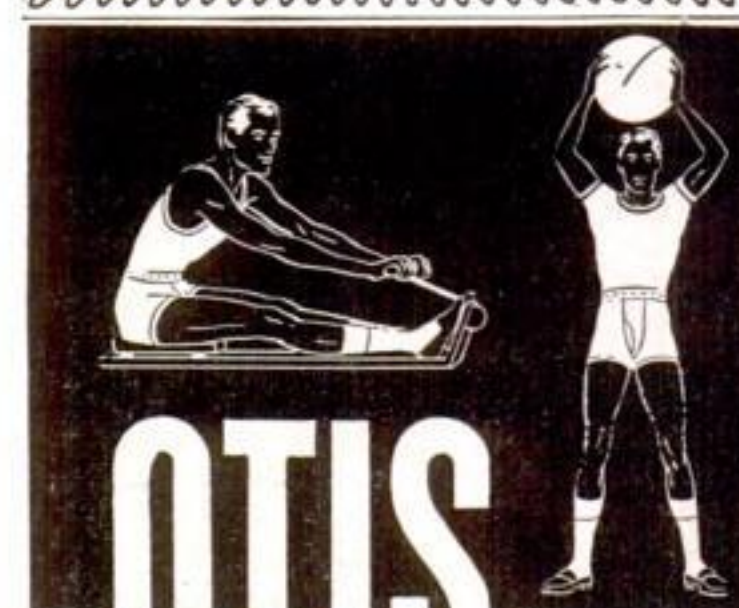
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Household Help**

Steady, experienced, excellent references. Take over all cleaning chores from cellar to attic. Also polish waxed floors, shampoo rugs, paint and redecorate; moth and pest control. Go anywhere. For information

See... **EUREKA**
PAGES 148-149

**SATURDAY EVENING
POST**
NOVEMBER 8, 1947



OTIS

UNDERWEAR AND HOSIERY
for Men and Boys

For full value in comfort, wear and style ask for OTIS—for chilly days OTIS WINTERWEIGHTS are just right.



OTIS UNDERWEAR, 57 Worth St., New York

CONTINUED ON PAGE 149

the sprig -



...signs of Christmas



candle -



and ball -



Soon they will appear in many an American home.

Another sign of Christmas, soon to appear, is LIFE . . . for the giving of gifts of LIFE at Christmas time becomes each year more and more a part of American Christmas tradition.

For many years LIFE has served as a unique and personal gift to give and receive. This Christmas—for your favorite families and friends—choose LIFE, a gift they all will welcome and enjoy.

Give them a year of LIFE for Christmas . . . and let LIFE repeat your Christmas greeting to your friends each of the 52 times it comes to them throughout 1948.

LIFE's SPECIAL CHRISTMAS RATES ARE:

ONE SUBSCRIPTION,	
your own or one gift, (new or renewal)	\$5.50
SECOND SUBSCRIPTION on the same order	\$4.25
EACH ADDITIONAL GIFT	\$3.75

You may use the gift order form, which has been bound into this issue for your convenience, to send a year of LIFE to your friends at the special Christmas rates.

LIFE



HARVEST...

*Yes, there's a wonderful harvest of pre-war quality in every
bottle of Seagram's Seven Crown... Seagram's Finest American Whiskey*

Say Seagram's and be Sure ... of Pre-War Quality

SEAGRAM'S 7 CROWN BLENDED WHISKEY. 65% GRAIN NEUTRAL SPIRITS. 86.8 PROOF. SEAGRAM-DISTILLERS CORPORATION, CHRYSLER BUILDING, NEW YORK

Your Shoes are Showing!



Embarrassing, isn't it?

YOU NEED SHINOLA



- 1 Neat-looking shoes are an important part of good grooming.
- 2 Shinola's scientific combination of oily waxes helps keep shoes flexible—and new-looking longer.
- 3 Shinola is easy to apply and economical to buy. You'll find IT PAYS TO KEEP 'EM SHINING WITH SHINOLA.

In Canada It's 2-in-1

26,000,000 Americans now read LIFE every week.* This represents an increase of 15% over LIFE's previous weekly readership of 22,550,000.

Source: Continuing Study of Magazine Audiences. Report #9

CANDY'S DANDY...



KEEP IT HANDY!

COUNCIL ON CANDY of the NATIONAL CONFECTIONERS' ASSOCIATION
One North La Salle St., Chicago 2, Illinois



COMMUNIST TENT COLONIES housed vacationing workers who shared Riviera playground this summer with habitués, celebrities, black-marketeers.

RIVIERA CONTINUED

where—in the costliest restaurants and in the casinos, spending the handsome profits of the Belgian Congo and Belgium's current industrial boom.

The Riviera has been described as "a sunny place for shady people." Never was the description truer than last summer. Mixed up with the Belgians were the other prime beneficiaries of war—the Swiss, the Swedes and the Argentines, made richer than ever by the neutral's role. Milling among these were swarms of middle-class French—small bankers, merchants, manufacturers, tradesmen, restaurant proprietors, chain-store operators, parts manufacturers. The sudden affluence of those people is not hard to explain. They are the brokers of chaos, the arbitragers of illicit currency exchanged at huge discounts, the middle men of Europe's interconnected black markets.

Below the ephemeral black-market rich was yet another level of revelers—the clerks and minor functionaries of one category or another. They were known as the *congés payés*—or paid vacationers—because their fortnightly holidays on the Riviera were underwritten by their employers. With their wives and children they filled the small hotels and pensions, swarmed over the beaches of Juan-les-Pins and Nice and started tent colonies, over which flew the Communist flag, in the wooded parks on the approaches to the Cap d'Antibes. At one point they very nearly inundated Eden Roc itself with an influx of shouting, almost naked folk. To keep them out Mr. Sella was obliged to double the price of admission, but before the tide was stemmed the headwaiter had reported, with stricken countenance, that a woman had been observed breast-feeding her child in the bar. Whether the headwaiter was more outraged by the breach of etiquette or by his inability to render an appropriate charge for this unusual service on the premises, it would be hard to say; but this proletarian invasion certainly made Mr. Sella ponder the future.

For students of the migratory habits of the international upper classes easily the most striking thing was the virtual extinction on this coast of the once-swarming British peer—a phenomenon so startling in scope as to recall the famous disappearance of the passenger pigeon. Most of the British people whom I had a chance to observe on the Riviera had cut their holidays to 10 days, and in a painful effort to make their money last, many adopted the habit, even at the Hôtel du Cap, of lunching peasant-fashion on the beach, on a loaf of bread, a bottle of wine, cheese and tomatoes bought fairly cheap in the villages. By this heroic act of self-denial the English managed to get around the 1,000-franc lunch.

The melancholy passing of the British raj from this coast, as from India, was symbolized by two incidents, each with a certain *fin de siècle* grandeur. The first occurred at the Monte Carlo Casino the night Bill Paley made a killing at baccarat from the astute Simmons, who ran the baccarat bank. Beside him stood Lady Baillie, daughter of Lord Queenborough and in pre-Socialist times a formidable gambler. The bank lost coup after coup, but Paley in his caution held back from betting the 200,000-franc maximum. Lady Baillie's eyes glittered. As the last card fell, she said, "In all my years at Monte Carlo, I have never seen such a shoe. If I..."

CONTINUED ON NEXT PAGE

D'YANKEE PRAISES STATE OF VIRGINIA

2313 Sheridan Road
Evanston, Illinois
September 17, 1947

EDGEWORTH
RICHMOND, VIRGINIA
Gentlemen:

I am just a d--- Yankee who has never stepped across the Mason-Dixon Line. Yet I doff my hat to your grand old State of Virginia on several counts.

Your smoked "Virginia hams" are out of this world. Your V.M.I. gave us our Secretary of State. You have sent more "native sons" to the White House than any other State of the Union. Your historic shrines are world famous.

But, gentlemen, you also gave us—Edgeworth!

I venture to say that your Edgeworth "Ready Rubbed" Smoking Tobacco has given more downright happiness to the male population—than any other product of Virginia.

Ask me why? Well, for one thing—a "steam-engine" smoker like me can puff it around the clock—without getting a fuzzy tongue—or a dizzy brain.

Therefore, I appoint myself chairman of the committee, representing the Imperial Order of Discriminating Pipe Smokers, to say: "Thank you, gentlemen, thank you for Edgeworth!"

For my money, F.F.V. means "Finest From Virginia!"

Sincerely,
JAMES L. FOWLER



Easy to fill
your pipe

Fits your pocket
easily

Plenty of pipe smokers drift along for years—secretly hoping for that certain "extra something" Edgeworth delivers.

If you're in this state of mind—well, we hope you'll pal up with Edgeworth.

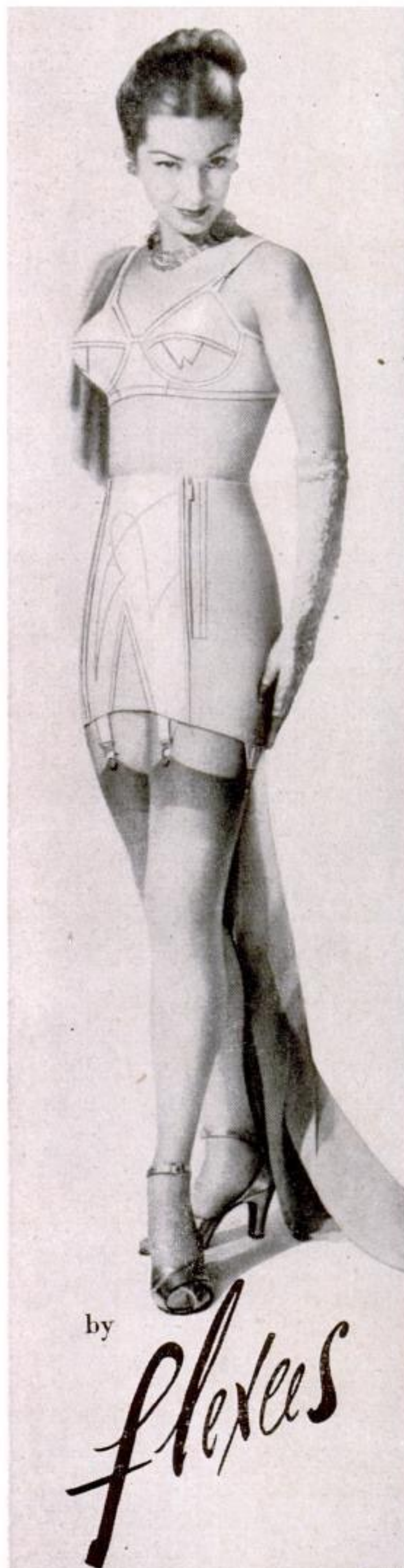
EDGEWORTH

America's Finest
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FIGURED

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Your figure is loveliest when
fashioned by Flexees . . .
with every line smoothed,
figure faults concealed,
and fashion's new, graceful
silhouette revealed



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WORLD'S LOVELIEST FOUNDATIONS

RIVIERA CONTINUED

Then she stopped. Socialist Britain had reduced her to a kibitzer's role. Not that Bill Paley did badly—a million francs is a million francs. "But if the old lady had been against me," murmured Simmons behind his shiny spectacles, "I'd surely have gone down six million."

The other episode concerned an elderly English gentleman, a fellow guest at the Hôtel du Cap. His erect, soldierly bearing and reserved manner would have made him stand out among the noisy, uninhibited people around the pool even without the curious outmoded, rubber-stocking cap which protected his white hair. On his last day he sought out Mr. Sella to say goodbye. "Doubtless, sir," he began, "you have read of the British government's ban on further pleasure travel outside England. I have been coming here for the past 30 years. It is scarcely likely that *they*"—with a heavy emphasis on the "they"—"will allow me the exchange with which to return next season. This, sir, is my private Dunkirk."

The disappearance of the British naturally left a huge void in the Riviera social structure, and a spectacular attempt to fill it was made by an American hostess, Rosita Winston, of whom much more will certainly be heard.

The Cherokee Indian

ROSITA WINSTON made her debut on the Riviera this summer as chatelaine of the famous Château de l'Horizon, which she rented complete with Winston Churchill's gay seascapes from the estate of the late Maxine Elliott. In July she was only a parenthetical item of gossip. . . . "And then that American woman swept in, wearing a simple cotton number that cost \$275 if it cost a dime. . . ." Soon she became a detail of the gay landscape, an arresting figure at the wheel of a sumptuous, black, custom-built Packard cabriolet, like a character from the dim pages of Michael Arlen. By the end of the summer she was a personage with her own entourage, something to be pointed out in the restaurants and casinos. She is a slim, willowy figure in the deceptive 40s, crackling with energy and possessing, along with a Mayfair vocabulary, a cowpuncher's voice and a mop of frizzy hair which she binds up in a flaming scarf. She was born Rosita Halspenny in Norman, Okla. Some years ago she married Henry Fletcher, scion of the Castoria family, whom she divorced. Her present husband is Norman Winston of New York who has made a fortune building mass housing. Already she is better known in Paris and on the Riviera than in her own country.

Detached observation of Rosita Winston's operations as a Riviera hostess reveals an unusual philanthropic motive. Rosita appears to have assumed almost singlehanded the responsibility of redressing the social balances in favor of the long neglected highborn casualties of the malfunctionings of the economic system: impecunious Scottish lairds, improvident and aging Viennese gallants, and gay divorcees temporarily without connections. Thanks to what might be called the Winston plan many of these unfortunates, briefly re-established among the soft cushions of the terrace around the blue-green pool of the Château de l'Horizon, this summer for the first time in many years enjoyed an adequate diet of caviar, Scottish grouse and vintage champagne.

Naturally an operation of this scope requires little less than the Rockefeller Foundation and an expert judgment in winnowing out the wellborn and deserving from the mere deadbeats. Therefore it was not surprising to find Rosita flanked in her initial appearance on the Riviera by Elsa Maxwell, Sir Charles Mendl and her close friend Schiaparelli, or "Scap."

With such a corps of professional advisers the pace was terrific. Lunch for 20 was invariably followed by dinner for 30, of whom a large percentage would consist of hardy luncheon guests who had held on bravely through the cocktail hour. The food bills alone at Château de l'Horizon were said to run as high as 100,000 to 150,000 francs a week, and a half-mutinuous kitchen force was kept on the firing line only by liberal issues of champagne, passed around like the sailor's grog before the battle, by high-pressure bonuses and, on occasion, by eloquent and impassioned orations delivered at the kitchen door by guests skilled in the French language. The pace told on Mr. Winston, a dark, saturnine man with an ironic turn of mind. Found lunching alone at Eden Roc, he remarked without bitterness, "It is not that I find it difficult to eat with 20 or 30 strangers. And it is of no importance, probably, that I don't know who they are, or my wife hasn't the faintest idea who they are or how they got invited. The trouble is that they all know each other so damn well."

On the strength of her Oklahoma birth, Rosita introduced herself everywhere as "pure Cherokee Indian," a possibility which made her irresistibly amusing to a certain type of Anglo-European



Sister, don't be just a-missin'
When you could be
in there kissin'

Chew B-Wise
and then, "By Gum,"

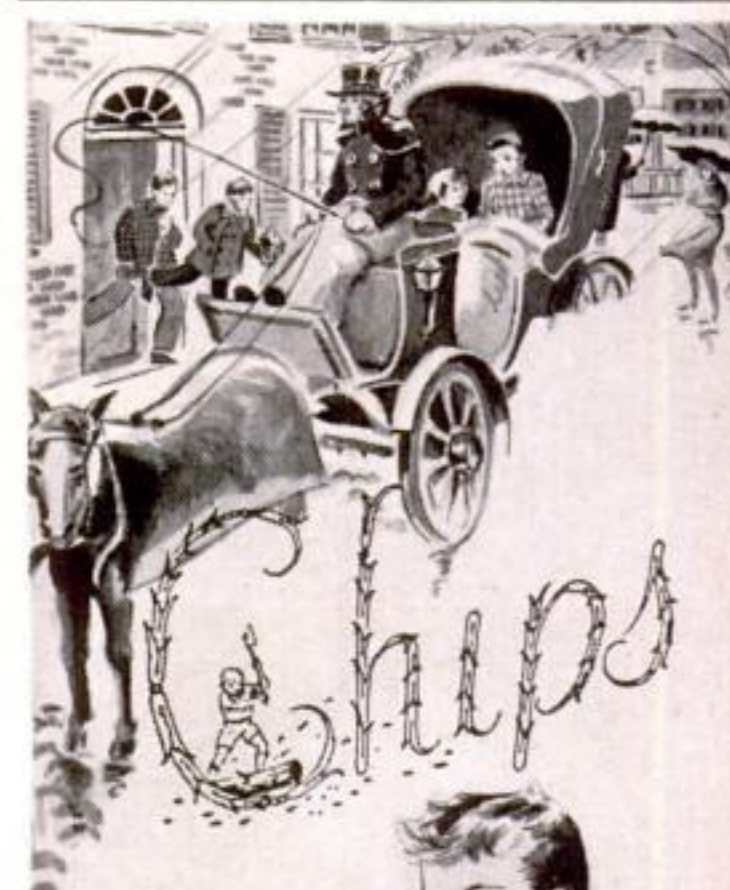
Bad breath won't ever
spoil your fun!

FOR *Kissable Breath...*



REFRESHES THE BREATH...
AFTER ONIONS, ALCOHOL, TOBACCO

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BLUSTER JACKET

Like Dad's jaunty field jacket. Man-tailored in bright pure wool plaids or high color single tones. Warm muff pockets. Wool lined. Comfortable and enduring. Sizes 4 to 12. About \$13.95. Chippers Pants about \$6.

At fine stores everywhere.
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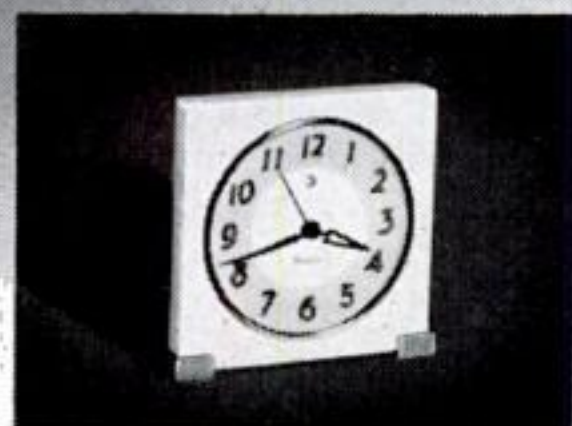
CONTINUED ON PAGE 152



BABY BEN ALARM. Big Ben's handsome little brother. Plain and luminous dial.



BIG BEN ALARM. World's most famous alarm clock. Comes in plain and luminous dial.



LOGAN self-starting electric alarm. Comes in lovely ivory finish with gold colored trim.



ORACLE self-starting electric time clock. Classic design in a beautiful combination of glass, and gold colored finish.



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TRAVELARM. Luminous dial. Clever sliding front shutter and easel back.



POCKET BEN. The champion of pocket watches. Graceful case. **LA SALLE.** Stainless steel back that is curved to fit the wrist.

The finest clocks we've ever made

No present like time. No timekeepers like the beautiful Westclox!

And there's a Westclox for every room in the house . . . spring-wound and electric alarm models, electric time clocks, kitchen clocks.

And for wrists and pockets, those good looking Westclox watches.

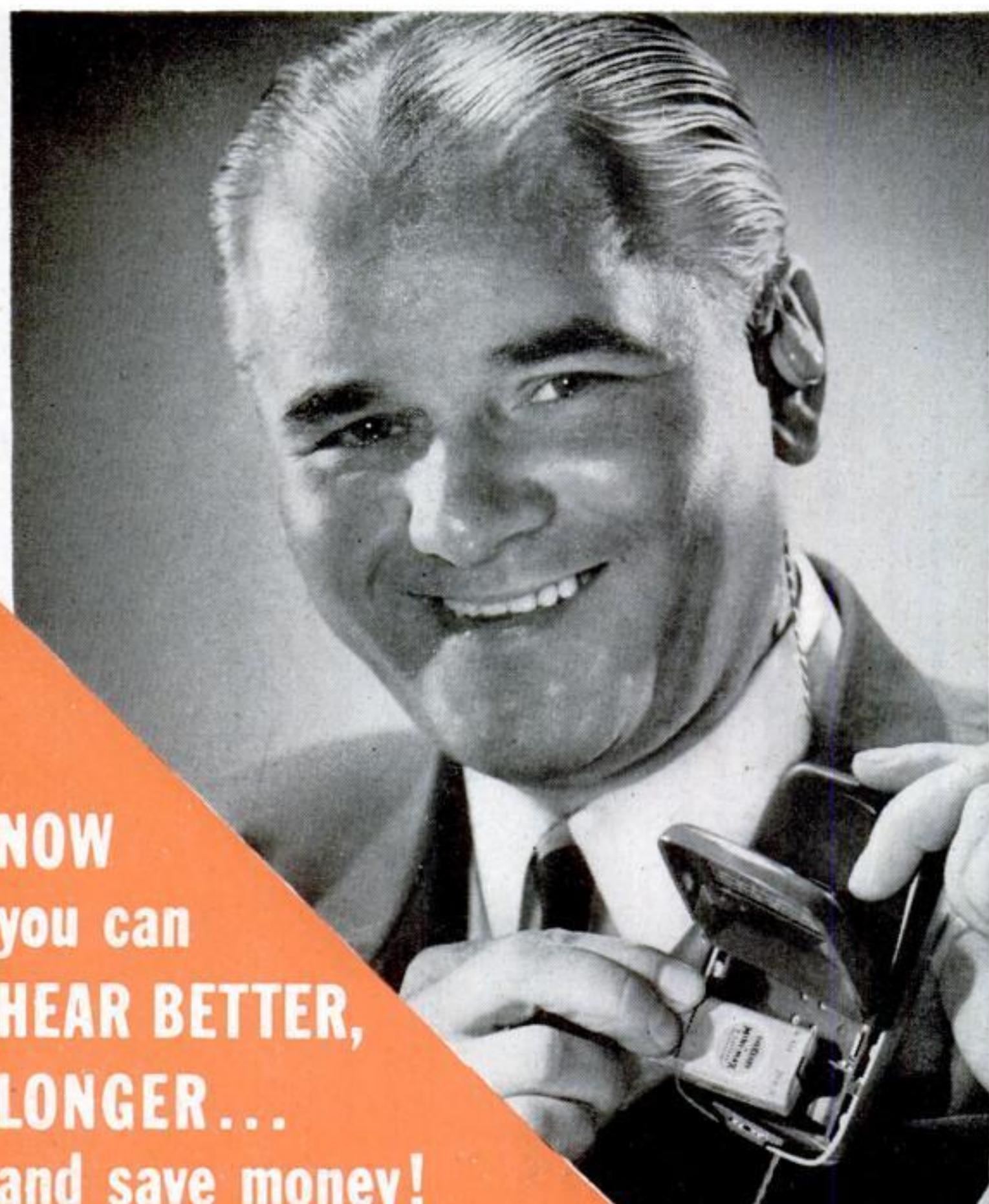
Some Westclox have plain dials, others have luminous dials you can read day or night. Westclox are priced from \$2.10 to \$15.

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Products of **GENERAL TIME Instruments Corp.**

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you can
HEAR BETTER,
LONGER...
and save money!**

"EVEREADY" Hearing-Aid "B" Batteries outlast all other brands* (Up to 50% longer life)

HERE you have a picture of a happy man. He powers his hearing aid with "Eveready" "Mini-Max" batteries... those compact, dependable batteries that give more listening hours per ounce and per penny than any other brand!

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Ask your Hearing-Aid Dealer for "Eveready" batteries today!



More listening hours with "Eveready" "B" batteries

The exclusive, power-packed construction of "Eveready" "B" batteries was developed through wartime research on the famous proximity fuse.

Yes... ounce for ounce, the greatest energy producer!

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*Size for size

The registered trade-marks "Eveready" and "Mini-Max" distinguish products of

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30 East 42nd Street, New York 17, N. Y.
Unit of Union Carbide and Carbon Corporation



RIVIERA CONTINUED

which would like to believe that America is, in fact, largely populated by the illegitimate offspring of Indian squaws and white traders. "But my dear, I'm an Indian too." Rosita can give a war whoop that would make even Pat Hurley's blood run cold. And for that matter, by an operation clearly patterned on the famous dash into the Cherokee strip, she captured the main social prize of the season: the entertaining of the admiral and staff of the U.S. carrier *Leyte*, which put into the Golfe Juan late in the summer. During the 10 days the great gray ship lay in the gulf, its hands some senior officers in their crisp, white uniforms lent authority and distinction to Rosita Winston's cosmopolitan entourage. The furthermore provided the collateral practical advantage of offering direct access to a priceless supply of American cigarettes, white bread baked in the carrier's kitchen and American ice cream.

I would be doing all these charming people an injustice if I were to leave only the impression that the summer was wholly given over to frivolity. In the midst of the popping of champagne bottles some cosmic thinking went on. Some of it was done on a high political level by Prince Pierre of Monaco. The prince is slender and graceful gallant who wears his coat cape-fashion across his shoulders. His manners are exquisite; his voice so cultivated as to be practically inaudible. As the young Count Pierre de Polignac he was a picturesque figure in European society; and his marriage in 1920 to Princess Charlotte, only daughter of the Prince of Monaco, was a romantic episode. The union ended 13 years ago in divorce, under circumstances which prompted the temperamental father-in-law to vow he would call out the Monégasque army if the prince ever set foot in the principality again. In the manner of the Ancient Mariner, though with considerably more comfort, the prince is in consequence condemned to wander up and down the Riviera in a charming, low black British convertible, a Triumph, of which he said, "It was built, you know, in Coventry, a fact which is quite touching."

The prince gives considerable thought to world politics. It is his theory that as antidotes to communism such things as the Marshall Plan, the Christian resurgence and Mr. Churchill's scheme of a United States of Europe have the unfortunate defect of overlooking the firm hold which the monarchical concept still has upon many Europeans. The common people in many lands, he is convinced, would welcome the return of certain good monarchs and princes.

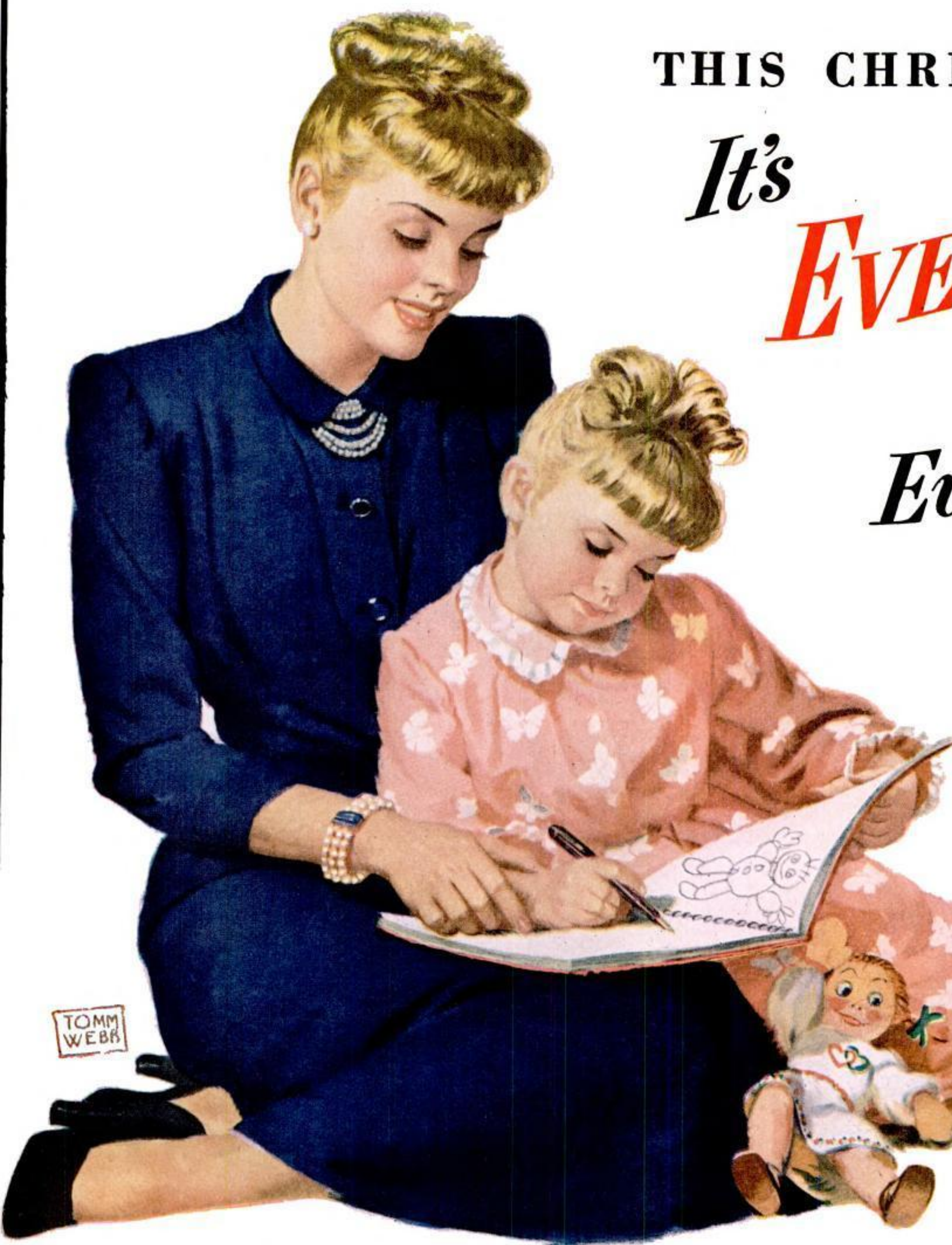
The prince is fascinated by the contrast which the tidy principality of Monaco presents to a distraught world. In that smug little economy built around the roulette wheel the income tax is unknown, the sun shines all year round, almost nobody works and communism is only a word that appears in the French newspapers. Although in perpetual exile from the pink-and-yellow paradise, the prince is not oblivious to its unique prosperity, and, reflecting upon its sources, he has concluded that what is required in many countries is an immediate restoration by popular request of good kings and princes. The monarchists must produce their own ringing challenge to communism. When I last heard of the prince it was said that he was drafting a program of reforms which kings would follow if restored to their thrones. But before publishing this to the world he wanted to sound out such exiled sovereigns and princes as ex-King Peter, Don Juan, Archduke Otto, ex-King Zog and the Count of Paris. It is said that the Duke of Windsor declined to be drawn in. "I'm afraid, Pierre," he said gravely, "that you are a little late."



FOOD DEMONSTRATIONS by housewives demanding better bread and maintenance of daily 250-gram ration struck proletarian note in Riviera season.

THIS CHRISTMAS

It's
EVERSHARP
for
Everyone!



For Young and Old Alike There Is No Gift So Welcome!

This very minute you can solve *all* your Christmas shopping problems. Just get out your Christmas list. Check off Mother, Sister, Dad and Brother . . . friends and relatives. There are EVERSHPARPS for everyone! In every style, every color . . . to suit every pocket-book! Pens with the 14K gold Magic Point that writes so *smoothly* and *silently*. CA* Pens with Magic Sphere that rolls ink on dry! Matching EVERSHPARP Repeater Pencils that feed new points—when you need new points, like a machine gun—when you click the Magic Button.

Choose your EVERSHPARPS *today*—while selections are still complete!



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With big,
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Matching **EVERSHARP**
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If your EVERSHPARP ever needs service and is returned to EVERSHPARP, we will put it in good working order functionally for only 35¢, except for missing parts, accidental or willful damage. This service is guaranteed, not for years, not for life, but Guaranteed Forever.

Give **EVERSHARP** *—and you give the finest!*

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Not only *can* life be wonderful—life *is* more wonderful—thanks to the familiar steel-and-tin can that brings you so many of the good things you use in your daily work, pleasures and diet . . . And every time you buy something in a can, you know the maker has done his best to put his product in your hands the way he wants you to have it—prime, fresh, *protected* in transit and use . . .

How many modern products would you guess come in cans? 100? 500? More than 2,500!

The amusing sketch above shows fifteen such products in use.

See how many you can find—then check your “score” with the list at the right.



ANTI-FREEZE
BEER
MOTOR OIL
METAL POLISH
TOOTH POWDER
SHOE POLISH
PAINT
FLOOR WAX
CANNED FOODS
COFFEE
DOG FOOD
SALAD OIL
ADHESIVE TAPE
TEA
COOKIES

CAN MANUFACTURERS INSTITUTE, INC., NEW YORK




A JAPANESE SOLDIER PLACIDLY CONTEMPLATES SKULL OF MAN HE ATE

JAPANESE CANNIBALS


Isolated troops confess to eating Filipinos

When U.S. troops swept through the Philippines in 1944-45 they had to leave behind small, uncaptured bands of Japanese soldiers. One such band escaped to the mountains of north central Mindanao and there embarked on a long reign of terror. Members of the band descended on farms, murdering, raping and torturing. In their battle for survival they turned to cannibalism. Once they raided a Filipino family, butchered the mother and father, ate their flesh and forced the children to do the same. The band was rounded up in February. Last week most of the 32 members, still alive, had confessed their crimes, were awaiting trial.

CONTINUED ON NEXT PAGE



"IF YOU ASK ME,
WE OUGHT TO HAVE MORE THAN ONE
Slumberon MATTRESS IN THE HOUSE!"



Made with
Patented ORTHO-FLEX
"COMFORT CONTROL"*

10 YEAR
Registered
GUARANTEE

Yes, it's here — a mattress that provides a new kind of deep-down sleeping comfort. The reason—the patented Ortho-Flex "Comfort Control" innerspring unit used in the Slumberon Mattress by Burton. The coils are *individually* controlled—and *evenly* controlled. This means a luxurious sleeping surface that conforms to the body and your every movement quietly, and oh, so gently. That's why Slumberon is known as "The Mattress of Silent Lullabies." Ask your dealer to show you this new and finer Slumberon mattress—it will give you sleeping comfort like you've never known before.

*You'll be fascinated, and convinced, by a "Seeing Is Believing" demonstration your dealer will gladly show you, proving why exclusive Ortho-Flex "Comfort Control" does provide greater sleeping comfort.

BETTER BEDDING BY

Burton

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BURTON-DIXIE CORPORATION

Factories in Chicago • Brooklyn • Newark • Kansas City • Detroit • Lansing • Memphis • Blacksburg
Warehouses in Principal Cities

Also manufacturers of De Luxe Bedsprings—HI-LO Love Seats
Personalized Pillows and Down Comforters



Style 3301

The story of the Clever Wife

"Are economy hints in your line?"

Asked a mother. "Then you should hear mine:

My children just wear

Red Goose Shoes—every pair

Wears longer, fits better, looks fine!"

IT'S WISE ECONOMY to buy Red Goose Shoes. Made over lasts that assure proper fit and with extra reinforcements in vital parts, Red Goose Shoes wear better, fit better, look better because they're built better. They're available for boys and girls from "crib through college." So see your dealer today—invest in famous Red Goose Shoes for your youngster.



Style 3678

Style 3568-1



WISE MOTHERS CHOOSE...

Red Goose

ACTION SHOES for Boys and Girls

Also Friedman-Shelby Shoes

For name of your nearest Red Goose or Friedman-Shelby dealer, consult your classified phone directory or write.

Red Goose Division • International Shoe Company • St. Louis 3, Mo.



Japanese Cannibals CONTINUED



CHOICHI TSUJI



TAKEICHI NAKAMURA



RIKIMI YAMAMOTO



TOSHIO MATSUMURA



TAKESHI SATA



MASATERU GUSHIKEN

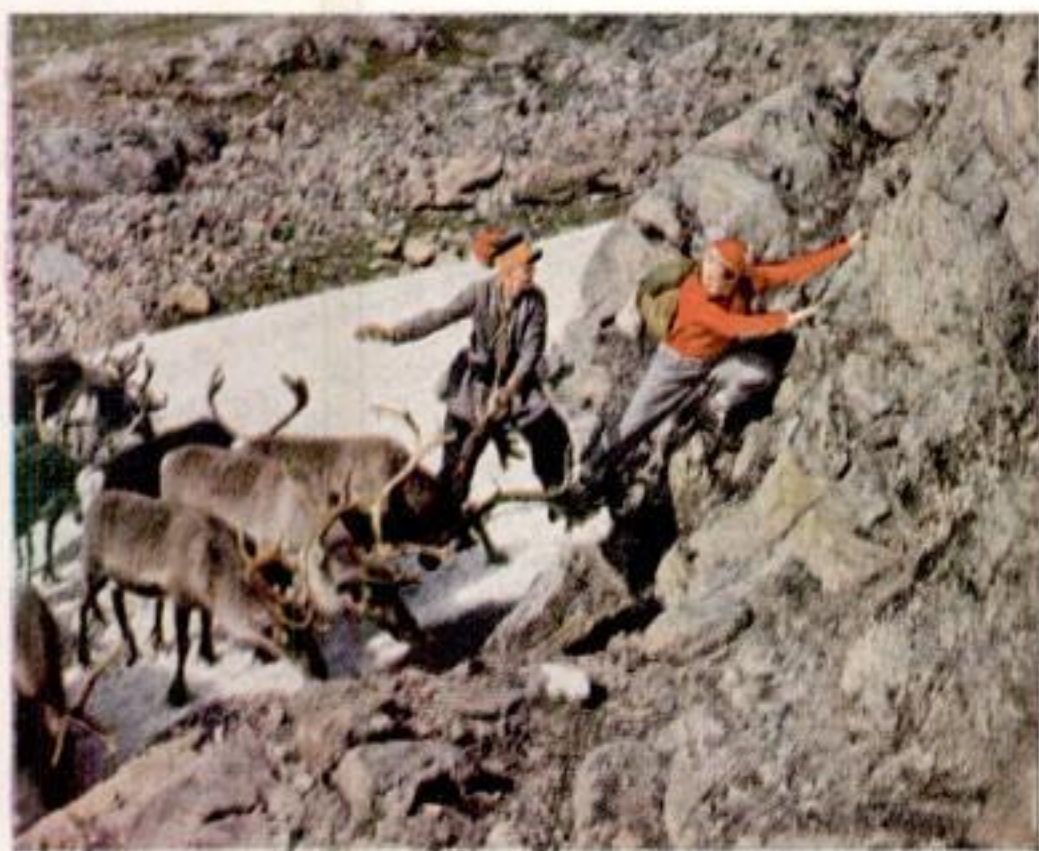
CANNIBALS ARE CALM, UNABASHED

When convinced that their emperor had surrendered and that the war was indeed over, the Japanese soldiers readily gave themselves up to a smaller detachment of Filipino military police and were then photographed in the prison lineup (above). Although they were unabashed by their crimes they did apologize for the "trouble" they had been causing.



The reindeer didn't stampede...but **I DID!**

1 "I'd seen the herd from a distance and was edging up for a closer look, when suddenly I realized they were milling all around me," writes a friend of Canadian Club from northern Sweden. "I had unpleasant visions of being impaled on their sharp 'hatrack' antlers or trampled under their hoofs. I decided to make tracks out of there *fast*, through an opening in the herd."



2 "I was halfway up a hill when the owner of the herd, a friendly Lapp, caught up to me. Smiling, he assured me his reindeer were tame as cattle and wouldn't harm a fly. But I'd seen those antlers at close range—*too close for comfort!*"



3 "I helped the Lapp milk one of the reindeer. He told me that, in addition to drinking the milk, Lapps make fine cheese from it. The Lapps are a sturdy race whose origin is unknown. They inhabit northern Sweden, Norway and Finland, living almost entirely off their reindeer herds."



4 "The Lapp marked the reindeer's ear. This is done to all the animals in a herd so that they can be returned in case they stray. When strays can't be returned, they are butchered and sold, and the money sent to the owner."



5 "Tired out from my hiking, I was very grateful when another hiker joined us—doubly grateful when he took a cherished bottle of Canadian Club from his pack and invited us to have a drink with him. Even the Lapp admitted that this beat any other drink hands down. In every land I've visited, *all* tastes seem to agree on the *good* taste of Canadian Club."

6 "It 'belongs'—anywhere and everywhere," write travelers who tell of finding Canadian Club in 87 lands, all around the globe. It is *light* as scotch, *rich* as rye, *satisfying* as bourbon. You can stay with it all evening, in cocktails before dinner and tall ones after. That's what made Canadian Club the largest selling imported whisky in the United States."

IN 87 LANDS NO OTHER WHISKY TASTES LIKE

Canadian Club



Imported from Walkerville, Canada, by Hiram Walker & Sons Inc., Peoria, Ill. Blended Canadian Whisky. 6 years old. 90.4 proof

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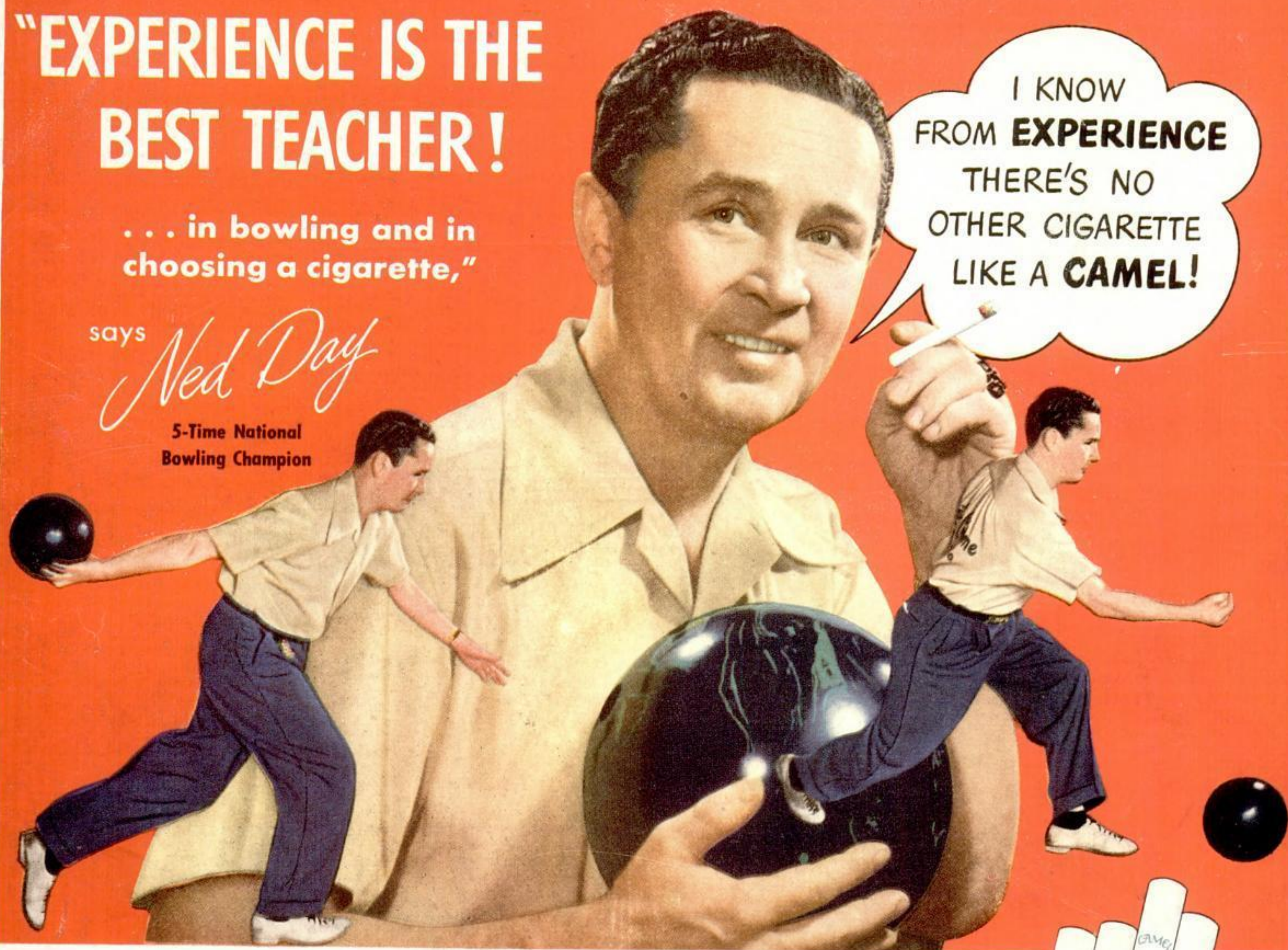
"EXPERIENCE IS THE BEST TEACHER!"

... in bowling and in choosing a cigarette,"

says

Ned Day

5-Time National Bowling Champion



More people are smoking CAMELS than ever before

"GREATEST Match Game Bowler of All Time" is the title that bowling authorities have given Ned Day. He's had years of *experience* as a bowler. His most enlightening experience as a smoker dates back to the wartime cigarette shortage.

"Those were the days," says Ned, "when I smoked whatever brand I could get. Naturally, I compared the different brands I smoked. I found by experience that no other cigarette suits my 'T-Zone' like a Camel!"

Millions had that same experience. With smoker after smoker who tried and compared, Camels are the "choice of experience."

Try Camels. Let your own experience... your "T-Zone"... tell you why more people are smoking Camels than ever before!

According to a Nationwide survey:

MORE DOCTORS SMOKE CAMELS than any other cigarette

When 113,597 doctors from coast to coast were asked by three leading independent research organizations to name the cigarette they smoked, more doctors named Camel than any other brand!



← **YOUR "T-ZONE" WILL TELL YOU...**
T for Taste...
T for Throat...

That's your proving ground for any cigarette. See if Camels don't suit your "T-Zone" to a T.

R. J. Reynolds Tobacco Co., Winston-Salem, N. C.